

# PRINTERS' INK

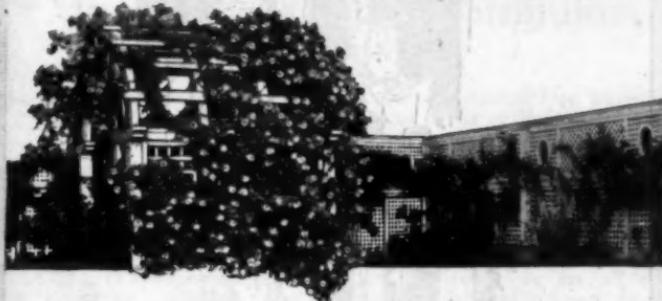
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A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

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NEW YORK, JUNE 17, 1920

10c A COPY



## *Hundreds of acres of flowers*

June sunshine fragrant with the perfume of a million blossoms—twelve hundred acres flashing with myriad colored flowers, foliage and shrubbery against a background of stately trees—*Fairyland*, but the home of a business nevertheless.

Over 66 years ago, Deacon Storrs and J. J. Harrison planted a few acres of nursery stock at Painesville, Ohio. Rigorous maintenance of high standards built up the Storrs & Harrison Co. of today; the largest in the nursery and seed world in sales, area of glass and outdoor planting.

This nursery enlisted our aid 35 years ago. Their 1920 campaign, prepared in collaboration with our new Agricultural Division, has been exceptionally effective.

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N. W. AYER & SON  
ADVERTISING HEADQUARTERS  
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

June 17, 1920



## "Safe for Democracy"

**M**ONEY BARON and Knight of the Dinner Pail are daily companions on New York's great Subway and Elevated Lines—the most democratic institution on earth!

Because the 2,950,000 daily passengers come from every walk in life and because they are the active, money-spending members of a million households, Interborough Subway and Elevated Car Card and Poster advertising is the only medium in the New York market that reaches *all* of the people *most* of the time and *most* of the people *all* of the time. Everybody rides; everybody reads.

**ARTEMAS WARD**

*Trading as Ward & Gow*

**50 Union Square**

**New York City**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXI

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No. 12

## Management and the Stimulus to Work

An Industrial Plant Is a Mass of Junk Unless Someone Sees That the Bricks, Mortar and Machinery Become Tools of Production

By W. R. Bassett

BERNARD SHAW once described a high starched collar as a bit of "cloth filled with stiff white mud," and not long since in an English newspaper appeared the following affecting item: "Falling down in a fit, Major Gerald Pilcher, of Ebury Street, Pimlico, was suffocated by the stiff, high collar which he wore."

Sometimes industrial organizations button themselves into such high, stiff, starched, white chokers of rigid policy that if they happen to fall into any one of the several kinds of fits that an industrial organization may fall into they pitifully suffocate. The most frequent fits are those which arise from what is known as "labor trouble"—that is, from a failure to appreciate the place of the human element in industry.

It ought to be evident that an industrial plant is only an inconveniently sorted mass of junk unless someone is around to see that the bricks, mortar and machinery become tools of production. Up to date we have not been able to erect anything, as did Frankenstein, that quite unintended would rattle its fabricated bones for the benefit of the fabricator.

To put the matter more concretely, an industrial adventure needs the services of human beings. Or, looking at it from another angle, an industrial organization exists only because it serves—not that it may serve—human beings. In order to per-

form that service it requires a certain service from other human beings.

A lack of recognition of the fact that really we are all engaged in service, however much some of us at times would like to think we are principally engaged in being served, is back of a good deal of the misconception of the relation of the human element in business. When we speak of the human element we are apt to think only of the men who work for wages and of their pay. This gets us into trouble right at the outset, for although executives and managing directors do not commonly strike and march around the place bearing placards, they are just as much a part of the problem of the human element in industry as are those men who work strictly for wages. For where the wage-earners are chronically dissatisfied and sullen, you will nearly always discover that the executives do not know their jobs any too well.

When an army fails the general is cashiered. The blame is not put upon the men in the ranks and, although the analogy is by no means perfect and the man at the bench is not wholly comparable with the private in the ranks, yet the matter of leadership is quite as important in an industrial as in a military army. It is easier to pass the buck to the men in the shop, to the unions, to radical agitation, or to any of

June 17, 1920

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the familiar causes, than squarely to face the fact that what we commonly know as a labor problem is often only a management problem and that the selection of capable managers will go far toward insuring a large measure of co-operation with the wage workers.

#### EXECUTIVES MUST MAKE THE PATTERN

A great many people have lost their bearings on labor and on the conduct of men generally. They seem to think that "wrinkles" will bat for common sense. When J. P. Morgan was looking around for a man to head the steel corporation he rather bitterly remarked to the general effect that the finding of a man with the executive ability for the place was as nothing compared with finding a man who would not give up too much of his time to spending the salary that went with the place. Right there he touched upon one difficulty which is common to all grades of employees, whether they be presidents or coal heavers.

The president, whenever he is receiving a sufficiently large salary, as a rule, likes to set up as something in the way of a merchant prince, with the emphasis on the "prince" part. His regal duties frequently leave him so little time for his job as president that he is brought to complain that the organization of modern industry necessarily takes the chief executive far away from the actual worker. It is not the organization of industry, but the organization of the executive that takes him away. This thought will inevitably spread throughout the whole organization, and while the president may be big enough to be both a merchant and a prince at the same time, it is perfectly certain that most of the understrappers will not. There is no spectacle more maddening than that of a young man receiving \$15,000 or \$20,000 a year and who is feeling his oats instead of looking after his job.

An organization will take on its tone from the head. If the chief executive considers the shop principally as a starting point from

which to go somewhere, the other executives will have the same thought and put it into practice as much as they are able, and going down the line you will find the man in the shop is perfectly cognizant of the attitude of his superiors in authority and that he has exactly the same desires. Because he cannot gratify them he is very apt to talk about "absentee ownership" or, as he may less elegantly put it, "working for that guy who is down at Palm Beach."

A man is more or less entitled to do what he likes whenever he has the money but our longer-headed leaders of industry, whenever they think they can use their time to better personal advantage away from rather than in the place where the money comes from and at the same time do not care to retire entirely from management, create offices for themselves without duties and put in charge men who will stay on the job, giving them full authority concerning everything excepting the broader financial decisions. That is, they pass on to the man on the spot the management of the human element.

It is the opinion of all the bigger men of to-day that the point to be considered in appointing a man with large discretionary powers is first of all his ability to handle men. It is pretty well recognized that even the largest technical ability can be purchased at a price. It is becoming as well recognized that the really different sort of a man to find is one who can manage those about and under him—and that his price is about what he asks.

Because our engineering and technical schools train their students in the handling of things rather than in the handling of people there is presently a dearth in men who can handle men.

#### CAPITAL IS IMPERSONAL

Now let us see what is the relationship between service and leadership, and see whether what we call the problem of capital and labor is not really more in the way of an allocation of rewards for service,



There is one kind of kitchen in which any woman would like to cook

*See these:*

**Good Housekeeping**

*Page 127 June*

**Mc Call's**

*Page 42 June*

**Pictorial Review**

*Page 90 July*

Advertisements for  
New Perfection Oil  
Cook Stoves and Ovens

THE H.K. McCANN COMPANY

Advertising 61 Broadway New York

CLEVELAND

SAN FRANCISCO

TORONTO



Most of us have a wrong idea of capital; we think of it as personal rather than as impersonal, as a rich man rather than as a collection of things. That is, we confuse the ownership with the thing itself. I say "we" inclusively, for I do not know that the proletariat has a more distorted view of capital than has the capitalist. Only an inconsequent amount of capital is represented in currency. We are supposed to have only enough currency to facilitate the exchange of the fruits of production, and, although many members of the community have a high regard for quantities of currency piled in heaps, that is only because the usual productivity of the world is such that there are things which this money can be exchanged for. We are so accustomed to needing money for business purposes that we grow to think that business depends on money, when, as a matter of fact, the value of money depends upon business.

Unless there are production and a consequent exchange of things there is no use for a medium of exchange. As production goes down, a medium of exchange becomes less and less valuable, until we reach the case of the man adrift on the high seas with a great bag of gold but without either food or water.

Now to go back a little—capital is the difference between production and consumption and it depends for its value upon being again put into production. A miser, for instance, who hides his gold is only a collector with a taste running to money instead of postage stamps. To attain production we must have at some stage the human being. If we have no capital—that is, no excess of production over consumption—then there will be nothing in the nature of what we term employment for human beings. Each man has then to go out and grub his own livelihood just as do the animals. But when capital accumulates in the hands of an individual or a community, then it is necessary to get someone to use

that capital in order that it may be made productive.

If the capital investment is small, consisting, say, of an axe, then the owner himself can use the capital, but when that owner becomes the possessor of two axes then he has to hunt up someone who will consent to use the second axe, and the second man will give that consent only when what he can gain by the use of the axe exceeds what he can gain by plugging along on his own hook. You can say that this second man works for capital, but you will be more accurate if you say that he works with capital. And just as the worker with that axe will not consent to work unless he can get more with it than without it, so the owner of the axe will have no reason for getting someone to use it unless he, too, gains in the operation. If putting that axe out to work is an expense to the owner he will keep the axe at home and idle.

If there is only this single unemployed axe in the community and it is very easy for a man using the axe to make more with it than without it—there will be competition for the use of the axe—that is, the owner of the axe will get more than the user of it; but if that community becomes prolific of axes, as it undoubtedly will if such a large income is made out of axe ownership, then there will shortly be more axes around than there are people to work them, and instead of the man without an axe bidding for a chance to use one, the owners of the axes will be bidding for people to help them out.

And there you have in its simplest form the relation between capital and labor.

We do not always keep this relation clarified. There are so many details which from time to time enter in, and we get so far beyond the mere possession of an axe, that we lose the relationships. We get to talking about the ownership of capital rather than its use. For instance, if the axe wielders vastly outnumber the axes and bid against each other on the downward scale for the

# THE DAILY NEEDS OF 5,000,000 PEOPLE

Through Needlecraft Magazine, advertisers have the opportunity to supply the needs of five million prosperous consumers. They can reach this market automatically through the one million women who subscribe to

## NEEDLECRAFT MAGAZINE

These million women show by their paid-in-advance subscriptions to Needlecraft that

- they have enterprise and industry,
- they represent progressive homes,
- they have the leisure and intelligence to take advantage of the best marketing opportunities, and
- they are purchasing agents for their families, and therefore buy for 5,000,000 people.

*"One Woman Tells Another"*



Member A. B. C.

right to use them, we talk about the degradation of society and the slavery of the worker. If, on the other hand, there is a great surplus of axes, the worker turns around and puts the axe owner through a course of sprouts and we talk about the tyranny of labor.

#### MAKING CAPITAL DO ITS BEST WORK

But it must be unmistakably clear that our real difficulties go, not to the ownership of capital, but to the distribution of its fruits, for the moment that capital becomes productive—that is, of use to its owner—it must bid for labor. That is, it has to be available for community use and it does not really make much difference who owns it. If there is a great amount of capital it will require for its productiveness the services of a great number of people. The owners of capital would have to bid for people and be content with a tiny return. If there is a smaller amount of capital, then people will bid for the right to use it and capital will make a larger return. But just as in the business with the quick turnover as opposed to the one with the slow turnover, the greater aggregate profit always comes to capital when it keeps itself moving quickly with a small margin of increment.

We do not change the function or the relation of capital by putting its ownership with the state or into any other kind of a common fund. It is the use, not the ownership, of capital that is important. When we destroy capital we only mutilate our engines of production and insure poverty. If, for instance, a hired man drives a flivver for a farmer and, if, reflecting upon the evils of capitalism, he destroys the flivver, to some extent he injures the farmer, but to a far greater extent he injures himself, for since he must live somehow, he will probably have to take to a means of sustenance less enjoyable than that of maneuvering a flivver.

Considering the mutuality of these relations, does it not seem ridiculous for employers to talk about "giving" people jobs, or to

pride themselves on being good employers and thoughtful of their workers and all that sort of thing? The association is economic and not charitable. If employees generally, not to be outdone in courtesy by the good employers, passed up the offered job, saying: "No, kind sir, I cannot accept your favor; I must not take of your bounty," where would that good employer be? He would be exactly where all the good employers were when we had a shortage of men during the war—that is, out in the highways and byways imploring people to work for them.

Steadily through the years capital has been accumulating, until to-day, there is more capital for people to work with than there are people who want to do the work—for we have not as yet been able, generally, to establish a fair and sliding scale of distribution which keeps clearly before the minds of the owners of the instruments of production, and the users of those instruments, the relative value of their contributions. I think that by this time we should have gotten on much further in the allocation of shares, had not the war come in with its inflation and derangement of the currency—that is, of the medium in which the shares might be calculated.

#### IS CAPITAL TO BE BLAMED?

The progression is well described by Mr. Keynes in his book, "The Economic Consequences of the Peace":

"Lenin is said to have declared that the best way to destroy the capitalist system was to debauch the currency. By a continuing process of inflation, governments can confiscate, secretly and unobserved, an important part of the wealth of their citizens. By this method they not only confiscate, but they confiscate *arbitrarily*; and, while the process impoverishes many, it actually enriches some. The sight of this arbitrary rearrangement of riches strikes not only at security, but at confidence in the equity of the existing distribution of wealth."

(Continued on page 174)

John Wanamaker again proved recently that he is the Master Merchant of the World.

You know in what manner.

Also, he renewed for 5 years his full copy contract with the Standard Union.

Mr. Wanamaker knows Brooklyn, too.

# Emotional Appropriations May Hurt Advertising

Get and Hold the Best and Financially Strongest Accounts, Advice to Agencies

By Edward N. Hurley

Former Chairman of Federal Trade Commission

**A**DVERTISING to-day is a necessity and an asset. The time has arrived when the manufacturer and the merchant must carefully figure advertising cost and carry it in his budget as an expense just as essential as rent or labor, properly charging it against each product and article. Advertising has been hurt by emotional appropriations — by spasmodic flares. For instance, some men still advertise only when they have spare money and never put out a line when times are dull and they need business! The amount and nature of advertising is to be planned with the production scale. Only then can we stabilize manufacturing, merchandising, and advertising.

The name of the small merchant to-day who has foresight and judgment in the merchandising of his products may be as well known as John Wanamaker in his particular locality, or even throughout the nation. His products are known by his advertising, and his success depends upon the merits of the products he furnishes to the customers that the advertising brings to him. And the manufacturer or merchant who is advertising sanely to-day is not only laying the foundation for greater business for himself, but is selling the public on his industry. His success will be the guide-post for his competitors, and the post will always read, "Advertise."

Advertising men should endeavor to make their accounts permanent. To do so they will need to know more about production. You should determine whether or not the small manu-

facturer or merchant who starts advertising for the first time knows his manufacturing and selling costs, is financially able to advertise, and is able to fulfill all the promises you make for him. I believe the day is coming when every leading advertising agency of this country will have an expert accountant and cost man connected with it who will carefully scrutinize the balance sheets of their new customers, recommending the necessary changes in their expenses so that the proper amount will be appropriated to care for advertising.

## SCRAMBLE FOR ALL SORTS OF ACCOUNTS MUST GIVE WAY

When you practice this method you may have a fewer number of accounts, but you will have permanent ones and the newspapers and magazines will have more permanent advertisers. Old established and satisfied customers are the ones we all like to have on our books. We all like to go out and solicit and obtain new accounts, but when we keep them for a short period only and then see them become dissatisfied owing to their earnings being insufficient on the campaign as planned, we have made a grievous error.

Selling advertising should be based on the same theory that a salesman sells any other line of goods, that is, on the financial standing of the customer. If he is not sound financially it is not good business to take his order. Sell him on the soundness of advertising by ascertaining first that he will be able to continue to advertise.

Advertising is bigger than we have thought. Advertising men have concentrated on the final step in the sales of products be-

Portion of address before the Indianapolis Convention, A. A. C. of W.

**CHICAGO**  
*The Central Location for Printing and Publishing*

Printing  
and  
Advertising  
Advisers



Day and Night  
Service  
All the Year  
Around

*One of the Largest and Most Completely Equipped Printing Plants  
in the United States.*

Whether you have a Large or Small Catalogue or Publication to be printed, it is our opinion you have not done your duty by your firm or yourself until you have learned about the service Rogers & Hall Company give, and have secured prices.

You Secure from Us

**Proper Quality—Quick Delivery—Right Prices**

*We ship or express to any point or mail direct from Chicago*

Make a Printing Connection with a Specialist and a large and Reliable Printing House.

*Business Methods and Financial Standing the Highest  
(Inquire Credit Agencies and First National Bank, Chicago, Ill.)*

## ROGERS & HALL COMPANY

Catalogue and Publication

**PRINTERS**

Artists—Engravers—Electrotypes

Polk and La Salle Streets

CHICAGO, ILLINOIS

Telephone: Wabash 3381—Local and Long Distance



**CHICAGO**

*The Central Location for Printing and Publishing*

tween manufacturer and consumer. What they can do is to analyze and direct the advertising that affects the whole chain of distribution.

Advertising has a big and important function and opportunity in shortening the distance from industry to industry, in facilitating, improving and cutting the cost of inter-industrial operation.

Manufacturers have gone a long way in the refinement and improvement of manufacturing processes, and not far enough in too many instances in speeding up distribution by the adoption of the modern labor-saving machinery of advertising.

Advertising between industries can help production, too, by promoting installation of improved machinery, better processes and better materials. A man has not done his full duty when he produces a machine to eliminate human drudgery and cheapen production. He owes an obligation to society, as well as to himself, to use the educational influence of advertising to put its dynamic forces to work in the interest of the general welfare.

As a national advertiser I should value more highly the services of an advertising man familiar with the trade journals in my industry. I am fearful that our manufacturers, merchants, and advertising men do not appreciate the trade publications which are doing so much from a scientific as well as a practical standpoint in stabilizing conditions and working out the many problems existing in their respective fields. When I was Chairman of the Federal Trade Commission I made it a point to have the principal trade papers in the United States sent to me regularly. These were read not only by myself but by the entire staff so that we might have a finger on the pulse of the country's industry. Advertising agencies placing national and international advertising could well insist on every man in their employ reading the trade journals of the industries of their clients so that they may keep themselves currently in-

formed on the conditions in the businesses for which they are writing copy. I believe in the business journals. I have been closely associated with the work of many and have made a study of them, and I am firmly convinced of the editorial strength and value of many of these publications.

#### R. S. Butler, Advertising Manager, U. S. Rubber Co.

Ralph Starr Butler has been made advertising manager of the United States Rubber Company, New York. During the last three years Mr. Butler has been director of commercial research for that organization. Before joining the United States Rubber Company he had been a member of the faculty of New York University.

#### Lesan Agency Placing New Railroad Advertising

The H. E. Lesan Advertising Agency, New York, is placing newspaper advertising for the Union Pacific System and Chicago and Northwestern Railroad in connection with the Denver Special, a new train recently put on between Chicago and Denver.

#### Seattle Will Advertise Itself

The Seattle Chamber of Commerce plans to spend \$250,000 in a three-year advertising campaign through national magazines. The purpose of the campaign will be to attract new industries and home-owners to Seattle and the State of Washington.

#### Bryan Directs Delpark Advertising

The advertising of Delpark, Inc., of New York, manufacturer of "Delpark" collars and athletic underwear, is now being directed by Alfred Stephen Bryan, New York. Newspapers in the larger cities will be used.

#### S. D. Clough, a Director of Abbott Laboratories

S. DeWitt Clough, for fifteen years advertising manager of The Abbott Laboratories, manufacturing pharmaceutical chemists, Chicago, has been appointed a director in that company.

#### McElwain Shoe Account With Barton, Durstine & Osborn

The W. H. McElwain Company, shoe manufacturer, Boston, has put its advertising account in the hands of Barton, Durstine & Osborn, Inc., New York.

# "Boots! Boots! Boots!"

A vast army marching with many colored banners. An army stretching from sea to sea. An army, with over 200,000 camps, that pays as it goes—and pays well. Manufacturers the country over know that the fruit growers throughout the nation demand the best. Therefore, to reach them, a medium is selected that will bring results.

During the year of 1919

**3,080 lines of  
Boot and shoe advertising**

appeared in the pages of the AMERICAN FRUIT GROWER.

# AMERICAN FRUIT GROWER

CHICAGO

*The National Fruit Journal of America*

Guaranteed minimum circulation, 200,000 monthly

Members of Agricultural Editors Association

Members of Agricultural Publishers Association

**SAMUEL ADAMS, Editor**

**ROBERT B. CAMPBELL, Publisher**

**J. E. FORD, Advertising Manager**



# Corona and Collier's

Collier's is again  
the backbone of the  
national advertising  
campaign for "The  
Personal Writing  
Machine."

**Collier's**  
THE NATIONAL WEEKLY

J. E. WILLIAMS, *Advertising Manager*



THE newspaper enters the home of the millionaire, salaried man and wage worker and is read by every member of the family from the child first learning to the grandparent, appealing to all literate persons without distinction to race, class, creed, sex, income or occupation. The newspaper finds its readers whether they are at home or traveling, reaching them on trains, cars, in hotels, clubs and libraries, while the businessman, no matter how busy, can always be seen at least once a day with his nose in the newspaper—his most necessary medium of information.

Therefore, advertisers who employ the newspaper need not worry about reaching "certain classes"—the newspaper goes to all—the instinctive desire for news making it a daily essential. And the advertiser with a "class" proposition, realizing that he buys newspaper space at about  $\frac{1}{3}$  the cost of other national advertising, is getting his "class" still at no more, if not less, than the cost through other channels.

*In Baltimore, where there are 90,000 white homes in which English is spoken, The NEWS, with a total circulation of 100,000, sells 88,000 copies in the city every day.*

*For the material in this ad and several which will follow, we are indebted to the brilliant presentation of newspaper advertising put out under the title of "Attainable Ideals in Newspaper Advertising" by the co-ordinated efforts of The Brooklyn Daily Eagle, The Minneapolis Journal, The Des Moines Capital, The Sacramento Bee, The Milwaukee Journal, The Omaha World-Herald and O'Mara & Ormbee, representatives.*

# The Baltimore News

Goes Home and Stays Home

DAN A. CARROLL  
Eastern Representative  
Tribune Building  
New York

Frank A. Webb

Advertising Manager

J. E. LUTZ  
Western Representative  
First Nat'l Bank Bldg.  
Chicago

# How "Futurist" Got National Distribution in a Year

Name Changed Twice Before Right One Was Found—Distribution in Leading Stores Preceded Advertising

By G. A. Nichols

**W**HEN W. B. Simmons was in college—which, of course, was long before he became president of the Futurist Company of Chicago—he found track suits so comfortable that he wore them as underwear.

A track suit at that time was the nearest approach to the comfortable athletic type of men's undergarments, of which there are so many now.

With the coming of the world war, with its demoralizing effects on American business, Mr. Simmons was associated with the Francis C. Simmons Company, a Chicago glove firm. The war stopped importations and Mr. Simmons started out to find something else with which to keep the factory and clerical force busy.

His mind traveled back to the track-suit days and traced the development of men's athletic undergarments to their present state of near perfection.

Why not an athletic undergarment for women?

He called in a leading Chicago dressmaker, and she quickly designed one. Mr. Simmons decided that he would manufacture and merchandise it under the name of "Athleeta." He had a few samples made up of various fabrics and took the Century for New York. Various department stores and Fifth avenue shops agreed to stock "Athleeta" at once. Mr. Simmons returned to Chicago and had the same kind of success with department stores there. This was before a single garment had been manufactured for sale or before a line of advertising had been run.

"Athleeta" caught on rapidly and its sale was pushed by some effective advertising.

Then Mr. Simmons decided to change the garment's name. Two main reasons were behind this. One was that the name was too much like the "Athena" line of underwear put out by Marshall Field & Co. The main reason was that it conveyed rather a wrong impression to the American woman. It was not a garment for use in athletics. It was an everyday affair for general wear.

"The American woman," Mr. Simmons said to *PRINTERS' INK*, "for some reason does not like the suggestion of athletics in connection with the things she wears. She prefers rather daintiness. Recognizing this, we changed the name of the garment to the 'Butterfly.' We did this with the idea of providing a generic name that would tell its story directly. The name 'Athleeta' was a generic name the way we used it, but most people misunderstood it and thought it applied to a line of undergarments rather than one. 'Butterfly' did not seem to fill the bill either, and then we decided upon the name of 'Futurist.'"

#### A NAME FOR A DEFINITE PRODUCT

"Futurist," it must be understood, is the name of one article of women's underwear and does not refer to a line of miscellaneous garments. In buying it she asks for a Futurist just the same as she would ask for a vest or any other garment.

When the name *Futurist* was selected it was seen at once to have highly interesting advertising possibilities. Quickly a nationwide advertising campaign was got under way and *Futurists* are now being sold in stores all over the country. What was started as a means of tiding a glove concern

over a lean war-time period has become a big underwear factory.

All this has come about in a little over twelve months. It shows what can be done when one has a good merchandising idea and backs it up by the right kind of advertising.

In getting his product into retail stocks before the advertising started, Mr. Simmons did a smart thing. This not only demonstrated to him that a woman's undergarment of the athletic type would sell readily, but it got for him in advance a highly valuable variety of dealer co-operation. In this way his advertising did not have to loaf on the job. It began bringing in results right away. When he had got the leading department stores of New York and Chicago to take on the garment he then started his advertising in the women's magazines and various business publications, and the big merchandising and manufacturing proposition started with a bang.

#### A NEW DEPARTMENT FOR THE PRODUCT

When he was taking the very first orders Mr. Simmons stipulated that the "Athleetas," as they were known then, should be put in the knit underwear departments rather than with the lingerie. He did this on the basis that they were to be considered as underwear. It was to be worn under the corset, and thus did not belong in the lingerie department. This has worked out in an efficient way and gives the Futurist a much broader market. Amid the lingerie it might be lost. Anyway, it would only be one of many garments of that type. With the knit-wear, however, it has a forceful individuality and sells readily. The dealer may have Futurists in his lingerie department if he wishes, but he positively must have them in his knitwear department.

For a time the advertising in the women's magazines and in the trade journals was confined to purely merchandising talk about Futurists—telling about the comfort and utility of the garments

and of the range of materials in which they could be had. Women were told in rather high-sounding language that they could get Futurists at almost any price in muslin, nainsook, batiste, voile, crêpe de chine and silks.

But with the beginning of the advertising campaign that now is in progress the illustrations took on more of the futuristic type. As such they have a decidedly forceful effect in bringing out the garment by way of contrast. A series of six page advertisements has been planned for various women's magazines during the summer. Each of these presents an illustration mainly along architectural lines. The main illustration is in black. Then by way of contrast there is introduced a small wash drawing showing the garment upon a woman. The Futurist and the woman take up only a fractional part of the space, but the illustration of the Futurist really is stronger when presented this way than it would be if it covered the entire page.

This advertising being addressed directly to women, the copy is rather of the far-fetched style. Each advertisement is introduced by a little two-line sentimental description in which the Futurist is referred to as being "soft as the sheen of pearls, shapely as a maiden's arm." And again as "soft as the hush before the dawn, cool, as the morning breeze." The reader is told that be she dowager, matron or blushing débutante, she can find no daintier garment. She is told that she can get it in "the shimmering silks of the Orient or in many other textures sheer and soft," at the better stores in the knit underwear departments—thus emphasizing the restrictions that are put upon dealers in this respect. The dealers protested against this provision for a time, but later were sold upon the idea.

The company is using the national advertising campaign as a means of helping sell the retailer on Futurists.

An unusually dainty portfolio containing finely printed proofs of the whole series of advertise-

ments is sent to all prospects. Retailers are told that during the year 7,196,675 selling messages will appear.

Supplementing the national campaign is a local one of an experimental nature that is appearing in the Chicago newspapers. This has brought such good results that the plan is to extend it to other cities. The copy here is of the chatty, breezy type. The illustrations are small pen-and-ink sketches outlining the progress of the advertising story rather than directing any specific attention to the garments advertised. Each advertisement is signed by "Anita Allison," which is the *nom de plume* of a young woman who has undertaken to give the company's advertising and correspondence that feminine touch which is so essential in the merchandising of an essentially feminine product.

#### WOMEN WRITE TO THE COMPANY

The Anita Allison advertisements are bringing in much correspondence from women. Each letter is regarded as a potential lead for business and receives careful attention in the correspondence department. The women seemingly regard it as a privilege that they can write to a woman on such subjects. In fact, a number of the letters have testified on this point.

"I have never written a letter of this kind before," writes one woman. "Some way one does not like to write about such intimate subjects and have her letter go through the regular routine of a big business house. But in writing to a woman I feel not a bit backward because I can write freely."

An important feature of the letters is that the women make practical suggestions regarding the making and selling of the garments. The suggestions, of course, are made without any conception of their value, but they have given some worthwhile information and ideas to the company.

Certain types of women are singled out and addressed as such.

In one advertisement is an appeal to Chicago business women. Then there is copy addressed to the "flapper," the argument and illustrations being true to life. During the summer there will be copy directed at the Camp Fire girls, bringing out the availability of Futurists to promote comfort in the summer camps. Along in the fall the appeal will be made to young women preparing for school.

In all this advertising there is revealed a clever understanding of the psychology of womankind.

"In talking so much to the 'flapper,'" said a member of the company's advertising department, "we are really talking to older women, too. Talk to the girl and you interest most women. The reason is apparent. This point was given careful consideration while the advertising was being planned."

A careful plan of helping the individual dealer hook up in a local way with the advertising has been worked out. Dealers are supplied with matrices or electro-types of advertisements which they can use in connection with their own names. This dealer advertising brings out such points as "Futurist is not to be confused with the ordinary woman's athletic underwear, and that the garment is on display in the dealer's knit underwear department." This latter point is reiterated in a variety of ways.

There is another part of the company's advertising that had a very vital bearing on the company's quick action.

One of the strong points in the company's presentation from the very beginning was its ability to deliver garments on time. To do this it was necessary that there be something done to insure a steady labor supply.

The shortage in woman labor has been most serious during the last year as many a manufacturer can testify.

The company overcame this condition so far as it was concerned by a campaign of local advertising—or rather neighborhood advertising—which sold the

factory to women workers. The advertising was prominent all over that part of Chicago where the factory is located. On every dead wall there appeared two-sheet posters telling women workers about the pleasant jobs they could have at the Futurist factory. They were told they could have the pleasure of working with sheer fabrics rather than with the coarser materials. In short, they could do the work that women like to do and work with the dainty fabrics so attractive to them. The appeal brought in many women who otherwise would have gone to work in overall or clothing factories.

Similar advertising was done in the parish houses, community houses and branch libraries in that section of the city.

The thing worked out so that the company actually had an employee waiting list rather than a shortage of labor, as was the case in many other factories.

The company has discovered many interesting things during the year it has been developing and merchandising the new undergarment. Not the least of these is the fact that the "perfect 36" is a creature of happy memory only.

To be exact, there is no such woman any more as a perfect 36. Perfect 38 or 40 perhaps, but no smaller.

"If Venus de Milo," said Mr. Simmons, "were to appear on State street or Fifth avenue today she could not find among the ready-made undergarments in the department stores or smart shops anything that would exactly fit her. The reason is that in her day women had not developed the portion of their anatomy known as the hip."

This is a thing the makers and distributors of women's garments well know, but few of them have had the courage of their convictions.

Right at this point is where advertising—particularly of the mail-order kind—needs to be improved. In a *Printers' Ink Monthly* article last January I

told about how some of the leading retail mail-order houses unwittingly gave a wrong impression to their women customers through illustrating their larger sizes of garments on slender, girlish figures.

In one way this kind of illustration is a subtle appeal to women's vanity much as is contained in the Futurist Company's "flapper" advertisements. A woman, though, is likely to buy more through the picture than she is through the description. Then comes the danger of the woman being dissatisfied with her purchase, because it does not have the lines that the picture led her to believe it would have.

Oh, well, this matter of advertising to women is something that is eternally new. Like the women themselves, it is full of surprises.

#### R. G. Landis With Critchfield & Co.

Reed G. Landis has joined the Eastern organization of Critchfield & Co., Chicago, with offices at New York.

Mr. Landis was advertising manager of The Brunswick-Balke-Collender Company, Chicago, before the war. During the war he served in the United States Army Air Service from which he was discharged with the rank of major.

Following his discharge from the Army and prior to his connection with Critchfield & Company, Mr. Landis was vice-president of the Interallied Aircraft Corporation.

#### Theodore Watson With Advertising Service Co.

Theodore Watson, who for a number of years was with the San Francisco office of The H. K. McCann Company, is now with the Advertising Service Company, San Francisco, as account executive.

The Advertising Service Company is preparing a national campaign for farm and trade publications for the C. L. Best Company's large tractors.

#### J. E. McComb, Jr., Advanced at Houston "Chronicle"

John E. McComb, Jr., who for the last two years has been manager of national advertising for the Houston, Tex., *Chronicle*, has recently been made director of advertising. He has been on the advertising staff of the *Chronicle* since the first issue, starting as head of the classified department.

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# Choose Philadelphia for Your Advertising Campaign

There's something fine and steady and staunch about Philadelphia.

It's a fine old American city, in traditions, in manners, in habits and customs and in population.

It's a steady thorough-going community rarely affected by sinister or disturbing influences, is a city of workers and for many years has been proud of the appellation "The Workshop of America."

Its staunchness is proverbial in many ways. For instance, one-seventh of the home building and loan associations in the United States are here, and many of its four hundred thousand homes are owned by their occupants.

There's also something fine and steady and staunch about consumer demand here in Philadelphia, once you get it established in favor of your line of goods.

About three million consumers, about 48,000 wholesale and retail stores, about 16,000 manufacturing places, plenty of rail and tide-water and ocean-going traffic, make Philadelphia the third largest market in the United States.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

# The Bulletin



Net paid average circulation for six months ending April 1, 1920, as per U. S. Post Office report

**466,732 copies  
a day**

No prize, premium, coupon or other artificial methods of stimulating circulation have ever been used by The Bulletin.

The Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania, and is one of the largest in the United States.

# THE CLEVE

## *First IN Cleveland*

The Press publishes more local display advertising, six days a week, than any other Cleveland newspaper publishes in either six or seven days a week.

During 1919, The Press (daily only) published 4,359,488 lines more of local display than the daily morning paper; 3,110,198 lines more than the other evening paper, 597,576 lines more than the combined daily and Sunday morning paper; 533,806 lines more than the combined other daily evening and the second Sunday paper.

The Press, today, publishes, as it has for years, more local display advertising than any other Cleveland newspaper. This is undoubtedly because Cleveland merchants recognize the dominance of Press circulation and its proved business-building power.

City carrier-delivered circulation of The Press is greater than the combined city carrier circulations of the other two Cleveland daily papers. The city circulation of The Press is greater than the combined city and suburban circulation of any other Cleveland daily. The city and suburban circulation of The Press is 30,000 greater than that of the morning daily paper and 50,000 greater than that of the other evening paper.

Total net paid circulation of The Cleveland Press, average for the six months ending March 31, 1920

**190,613**

The Press is FIRST IN Cleveland

## The Cleveland Press

# SCRIPPS

# CLEVELAND PRESS



Newspapers reach their readers quickly.

Thru newspaper advertising, the sales message may be made timely, and adapted to local or sectional conditions.

The Scripps Newspapers have analyzed conditions in their twenty-two cities of publication, and offer accurate, impartial and important data for the use of advertisers.

The Twenty-two Scripps Newspapers are:

Akron Press  
Cleveland Press  
Cincinnati Post  
Columbus Citizen  
Covington (Ky.) Post  
Dallas Dispatch  
Denver Express  
Des Moines News  
Evansville Press  
Houston Press  
Los Angeles Record

Memphis Press  
Oklahoma News  
Portland (Ore.) News  
Sacramento Star  
San Diego Sun  
San Francisco News  
Seattle Star  
Spokane Press  
Terre Haute Post  
Tacoma Times  
Toledo News-Bee

## NEWS PAPERS

Foreign Advertising Department

Union National Bank Bldg., Cleveland, Ohio

New York Office: Marbridge Bldg. Chicago Office: First National Bank Bldg.

## May Advertising in Chicago

The dominance of The Daily News in the six-day field is strikingly revealed in the following statement of display advertising for the month of May, 1920.

<b>Churches</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 9,194 lines. Next highest score, 3,002 lines.		6 days against *
<b>Clothing</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 250,343 lines. Next highest score, 230,545 lines.		6 days against *
<b>Department Stores</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 487,891 lines. Next highest score, 327,752 lines.		6 days against *
<b>Out of the Loop Stores</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 41,019 lines. Next highest score, 23,762 lines.		6 days against *
<b>Educational</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 6,928 lines. Next highest score, 5,319 lines.		6 days against *
<b>Foodstuffs</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 44,627 lines. Next highest score, 34,905 lines.		6 days against *
<b>Furniture</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 43,675 lines. Next highest score, 26,353 lines.		6 days against *
<b>Hotels and Restaurants</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 6,265 lines. Next highest score, 6,170 lines.		6 days against *
<b>Household Utilities</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 11,665 lines. Next highest score, 9,126 lines.		6 days against *
<b>Musical Instruments</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 38,263 lines. Next highest score, 36,570 lines.		6 days against *
<b>Publishers</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 28,322 lines. Next highest score, 17,606 lines.		6 days against *
<b>Real Estate</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 11,453 lines. Next highest score, 10,925 lines.		6 days against *
<b>Tobacco</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 22,766 lines. Next highest score, 17,996 lines.		6 days against *
<b>Total Display Advertising</b>	THE DAILY NEWS	<b>FIRST!</b>
The Daily News, 1,290,891 lines. Next highest score, 816,615 lines.		6 days against *

**IN NEARLY EVERY IMPORTANT CLASSIFICATION**

## THE DAILY NEWS

**FIRST in Chicago**

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago Newspapers)

## Charles A. Otis, Jr., New President of A. A. C. of W.

**C**HARLES A. OTIS, JR., head of the firm of Chas. A. Otis & Co., investment bankers, and publisher of *Finance & Industry*, of Cleveland, is the newly elected president of the Associated Advertising Clubs of the World.

Mr. Otis was formerly owner of the Cleveland *News*. He is a member of the Cleveland Advertising Club, and was a former president of the Cleveland Chamber of Commerce and of the Cleveland Athletic Club. He has been identified with various iron, steel and railway enterprises in northern Ohio before the establishment of his present business fifteen years ago. Chas. A. Otis & Co., it is said, were the first Cleveland firm to own a seat on the New York Stock Exchange. Mr. Otis is a graduate of Sheffield Scientific School of Yale University. His father was mayor of Cleveland in 1872.

During the war, Mr. Otis held the office of Chief of the Resources and Conversion Section of the War Industries Board. He is at present a member of many of the municipal and civic organizations of Cleveland, and is a director of the United States Chamber of Commerce.

His participation in many wartime activities proved his ability as an organizer and a man of original ideas—qualifications that will help him in guiding the affairs of the A. A. C. of W. in its ever broadening activities.

### Theft Insurance Has a Boom

Burglary insurance came in for some timely advertising last week at the time the newspapers were agog with news of the robbery of Caruso's home. "We believe that not one-half of our patrons are fully insured," said the National Surety Company, New York, opposite a reproduction of a news report stating that the Caruso jewels were fully covered from loss. Thus attention was called to the utility of burglary insurance for those who are not protected as well as the advisability of greater protection for those who now have their valuables partially covered.

### Remington Arms Shortens Name

The Remington Arms-Union Metallic Cartridge Company, New York, is being reorganized under the name of Remington Arms Company, Inc. The company states that there will be no change in the present policies and that no other concerns will be taken over. The products manufactured will be the same as heretofore—Remington arms and cutlery and UMC ammunition, which will be marketed exclusively through jobber channels.

Both the Bridgeport, Conn., and the Ilion, N. Y., works have approximately 200 per cent more manufacturing floor space than previous to the war.

"From time to time," it is stated, "the company may engage in the manufacture of other products, and as far as may be consistent will confine its activities to lines of product suitable for distribution through the hardware and sporting goods jobbers."

### Spencer-Lay Company, New Service Organization

The Spencer-Lay Company, which was recently formed in New York to engage in the preparation of commercial literature, has become an advertising service organization.

Donald McLeod Lay, former managing editor of *Automotive Industries*, New York, and later with the J. Walter Thompson Company, Inc., is president, and Leslie V. Spencer, for many years associated with the Class Journal Company, and later with *Motor Life*, New York, is vice-president of the new service organization.

### New Accounts With Irwin L. Rosenberg

The Lehigh Tire & Rubber Company, New Castle, Pa., manufacturer of Lehigh Tires, has placed its advertising account with the Irwin L. Rosenberg Company, Chicago. A magazine and newspaper campaign is being planned.

The Art Metal Radiator Cover Company has also placed its account with this agency. Newspapers, magazines and class publications will be used.

George F. Rubin has been made art director of the agency.

### Four Series in Standard Parts Campaign

Ralph Leavenworth has been appointed advertising manager of The Standard Parts Company, Cleveland. This company is starting a campaign in national and trade publications for Eaton Axles, Bock Bearings, Perfection Springs and Stanweld Rims and Tubing. Each product will be featured in a separate series, all tying in, however, as products of the several divisions of The Standard Parts Company.

# Advertising to Conquer the "Hush-Hush" Idea

In Campaign of American Social Hygiene Association, Paid Advertising Faces One of Its Biggest Tasks

"TWO young men, escorting two very nice young girls, once went boating on a Western river. Suddenly they heard muffled shouts from the rapids below them. They looked and saw that a man, swimming, had been caught in the swift current, and was going under. The young men rowed toward him. And then, one of the girls began to scream.

"Heavens!" she cried, "we can't take him aboard. He isn't dressed! He's—he's naked!" The other girl joined in the protest. Their escorts, ignoring all this, continued to row. The girls went hysterical. They clutched at the arms of the rowers. Before that struggle finished, it was too late. The swimmer had gone under for the last time. All this happened, exactly as I tell it, in the Far West when I was a boy.

"These were foolish girls, lacking in all sense of proportion. And still, neither you nor I can afford to cast against them the first stone; for this little story is an

allegory of the human race. In these United States and in this year of peace 1920, more lives than the whole empire of Great Britain lost during any year of the Great War will be flicked out by two diseases which are curable and preventable diseases. Nor will the year 1920 stand alone.

In the four and a half years of intensive warfare between 1914 and 1918, the fifteen civilized nations which fought at Armageddon gave to these twin scourges a heavier toll than they did to bullets, shells, gas, air-bombs, all the ghastly, wholesale killers of modern battle. Yet these two diseases present no mystery to the modern physician. They may be cured; and their infection can be checked at its source.

Why, then, have we not acted, we who thought we were civilized? Because we as a world have assumed the attitude of the silly girls in the boat."

In this quotation, from an unusual book, "Conquering an Old Enemy," by Will Irwin, the idea back of



## Some One Cried "Small-Pox!"

and terror seized upon the crowd. They ran, fear crazed, to escape the dread malady! First night frantic officials summoned the doctor of the town. Then followed a scene years ago, at a county fair in a small middle Western town. Today it would be impossible. Science has dealt smallpox a mortal blow. It is no longer dangerous or terrible. Now, science and common sense—duty and common sense, move terrible than realign—out that disease can tell without a warning cry! But there is not the same need for quarantine or fear if you have the protection of full knowledge. To know the cause of smallpox is to know the cause of ignorance, later mockery, and prudery, the venomous disease continues to spread misery, mental anguish and death.

## The Day For Temporizing Has Passed

Governmental and allied agencies have recognized the danger—but have not yet taken positive steps. A massive campaign to stamp out the infection is being made for they are both preventable and curable. Science is fully equipped to win—if the public will help.

## Do You Know All The Facts?

Science depends to a great extent, on giving every man and woman in this nation those facts in the individual, against the social disease. To know the disease, to know how to fight it, you must first LEARN. There is much that the public does not understand—much that it *must* know. Are you interested?

## Sent Today For Will Irwin's Book

A straight-from-the-shoulder narrative that goes right to the heart of the matter. Titled "Conquering an Old Enemy" is the title of this book, written especially for American men and women. To help you get into the fight, you must first LEARN. There is much that the public does not understand—much that it *must* know. Are you interested?

Peddlers, Employers, Parents and young people special libraries to available.

## The American Social Hygiene Association 109 West Fortieth Street, New York City

The National organization serving the American Plan and having up the most complete library of books on health subjects.

The U. S. Public Health Service.  
The U. S. Interdepartmental Social Hygiene Board.  
The American Social Hygiene Association.  
The Army and Navy.

This advertisement paid for by public utility plan and written when realize that the greater income in public health can be stronger says:

ADOPTION OF COMMERCIAL ADVERTISERS'  
STYLE FOR A GREAT UNDERTAKING

the paid advertising campaign for the American Social Hygiene Association is well summed up.

It would have been perfectly natural for this association, which was formed by a group of patriotic and philanthropic citizens to carry on the great work started by the Army and Navy and the United States Department of Health during the war, to ask editors of all sorts of publications for free reading notices. There is surely no other thing which is as of great importance to the average man, woman or child in the United States as the stopping of two great diseases which have wrought greater havoc than war itself.

Every man, woman and child in the country is vitally concerned in the fact that these diseases have been increasing over a period of years, and that the increase has been due largely to a false sense of delicacy in refusing to face the facts. Moreover, the whole purpose is non-commercial. No company, man or group

of men in the association will make money selling a nostrum or a cure. The only thing to be sold was a new attitude of mind to the American public. The proposition looked like a real press agent's job, yet paid space was decided upon in its place. One reason for this was that an atmosphere of authenticity and sincerity had to be carried over to the public, and after many conferences paid space was considered to be the ideal method. As M. Sheridan, who has had charge of putting over the campaign, points out, it was decided that paid space, where the association could say what it pleased, where it could put its case flatly before the public and ask for replies and exchange of opinions, would be a better method of killing off the hush idea than a crew of press agents. It was decided that paid advertising could do far more to sell the idea of a frank facing of facts than all the free publicity notices in the world. It was believed that paid advertising to

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

June 17, 1920

June 17,

overcome the mistaken state of mind on the part of the public would be far more advantageous than any other form of publicity.

And so it has proved. Half-page copy has now been run in an imposing list of mediums. And an interesting reaction from the public mind has been observed. Whereas certain publications on the list in the past have received cancellations of subscriptions because of the advertising where partly dressed ladies illustrated a product; in this frank and open selling of an idea to the American public, which deals with diseases about which there has always been a hush-hush attitude, so far as is now known, but one or two out of the thousands of replies received have been critical. All the rest were enthusiastic endorsements.

The answers to the advertisements and the clipped coupons asking for booklets have come from presidents of universities, bank presidents, big business magnates, trolley car conductors and all classes of men and women. It is interesting to note also that about half of the inquiries have been from men and half from women. The child appeal has been used in a great deal of the copy, which perhaps explains the above. Letters of commendation were received from the heads of the State Board of Health of thirty-eight separate States. "It is undoubtedly true that a paid advertisement has many tremendous advantages over propaganda that is attempted in some less open and frank way," wrote a big doctor, the head of a State department of health.

A great amount of interest in the kind of copy used was shown by eminent doctors. They even made suggestions as to the publications in which the copy should appear, spoke of "selling the public on a big idea," and in many other ways proved that the medical profession must have changed its attitude quite considerably in regard to the ethics of paid space. Prominent agency men have stated that the results so far obtained in tying up local free treat-

ment stations with the thousands of replies received, in placing true information before the fathers and mothers of the coming generation, and in changing a national state of mind, have been one of the greatest accomplishments of paid advertising.

As Edward N. Hurley, former chairman of the Federal Trade Commission, pointed out in his speech at Indianapolis, one of the great, almost untouched fields for the advertising of the future consists in selling ideas—in putting over non-commercial ideas such as teaching men why they should vote. The campaign of the American Social Hygiene Association is an example of the increasing interest in this kind of advertising.

#### F. A. Farrar, Advertising Manager of Four Companies

Frederick Arnold Farrar has become regional advertising director of four Chicago paint companies—the Adams & Elting Company, the Heath & Milligan Mfg. Company, the Twin City Paint & Varnish Company, and the Nubian Varnish Company. By the terms of a merger made in January of this year these companies became subsidiaries of the Glidden Company of Cleveland. Mr. Farrar has been advertising manager of the Adams & Elting Company for fourteen years. Each of these companies will maintain its individuality insofar as trade-marks and products are concerned. Intensive merchandising campaigns for each will be carried on with its trade-mark as a basis.

#### Alvin I. Gardner Secures Additional Appointment

Alvin I. Gardner, recently appointed advertising manager for the McClintic-Marshall Company and the Riter-Conley Company, both of Pittsburgh, has been made advertising director for the McClintic-Marshall Products Company, a subsidiary.

Mr. Gardner will have charge of all foreign advertising for the McClintic-Marshall Construction Company, the Riter-Conley Manufacturing Company, and the Union Shipbuilding Company, of Baltimore.

An enlarged advertising programme is contemplated, which will include, in addition to the countries now on the list, the Orient, Europe and South America.

Alexander McIntosh, formerly with the *Canadian Courier*, Toronto, has joined the Toronto staff of A. McKim, Limited, Montreal.



## A Food Service

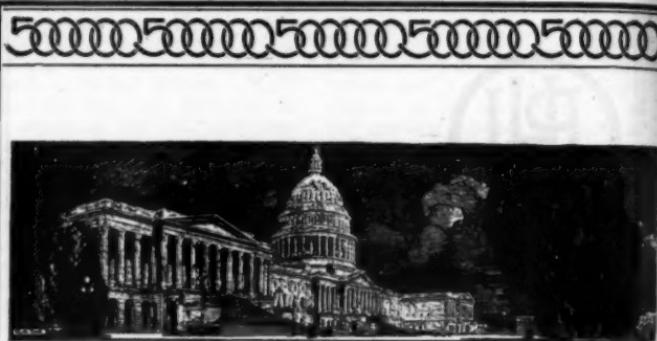
far in advance of the ordinary—recognizing food as a great fundamental—giving the best obtainable scientific advice, in a practical way, upon those food problems which govern the physical and economic welfare of the home—this has long been the aim of the Editors of the JOURNAL.

That this sincere editorial effort is tending towards accomplishment may be observed in any current number of the JOURNAL.

The People's Home Journal  
NEW YORK

*For 35 Years the Magazine for Every Member of the Family*

June 17, 1934

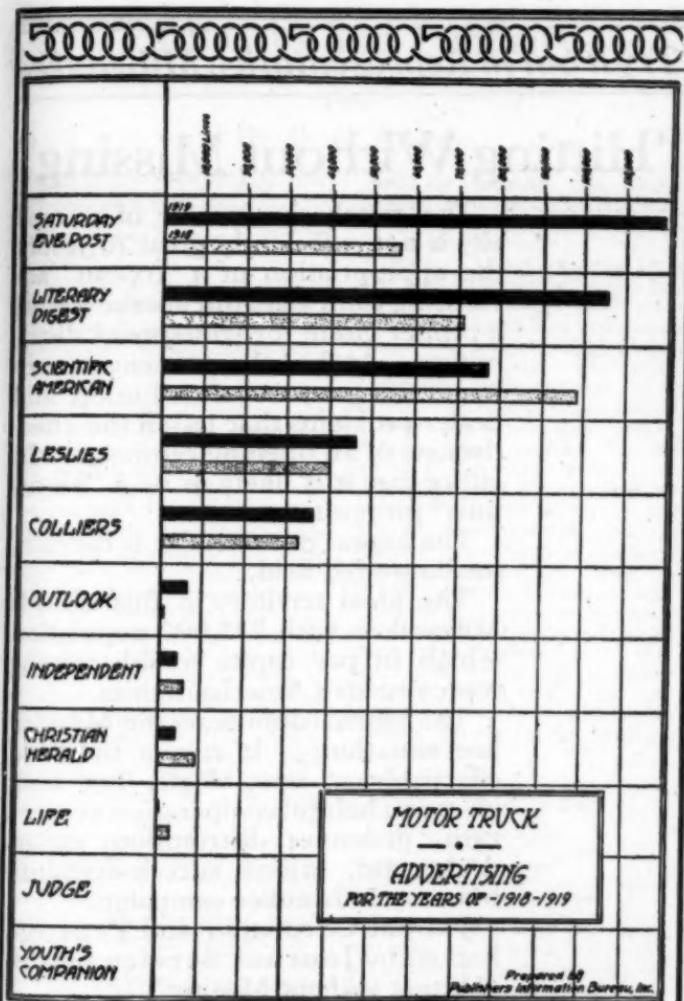


**T**HROUGHOUT three generations, Leslie's has marched in the vanguard of American business. It has interpreted, in its sixty-five years, the industrial development of the nation—from the time when the country was a mere raw-boned stripling of rare promise until its present period of full fledged power.

Leslie's editorial files of gone-by days are mines of information on American industrial growth. They give the news of great inventions that blazed the trail; they comment upon the early pioneers whose vision ran ahead of time; they mark the building of the nation.

Leslie's editorial background is rich with years of observation. It gives additional strength to the timely articles of today. It gives the magazine a place of special trust and confidence with a circulation known as the first 500,000—they are the men who rank the highest in our business life—men to whom advertising of the character charted on the opposite page appeals with ever increasing strength.

**FRANK L. E. GAUSS**  
*Advertising Director*



# LESLIE'S

Half a Million Guaranteed—The First 500,000

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*Try it out in Representative Milwaukee*

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## "Hitting Without Missing"

The purchasing power of a small city is not sufficiently great to justify the appropriation of a "try-out" advertising campaign, nor are the results a proper guide for widespread distribution. At the other extreme, a very large city presents distribution and dealer problems that lessen the effectiveness of an opening campaign. In either case it is likely to be a "hit-or-miss" proposition.

The logical test-territory is the rich, medium-sized field.

The ideal territory in this class is Milwaukee, with 525,000 population—high in per capita wealth among representative American cities.

The Journal dominates the Milwaukee situation. It covers the field effectively at one, single, low cost, gives you helpful co-operation at every turn, promotes distribution, enlists dealer aid, injects success-certainty into any Milwaukee campaign.

Journal Circulation and Prestige backed by Journal Service means, "Hitting without Missing".

## *The Milwaukee Journal*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr.

O'MARA & ORMSBEE, Inc.

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Chicago

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# Parnassus and Publicity

Some Big-League Copy Ability Was Wasted in Certain of Our English Poets

By P. K. Marsh

Five geese—a landscape damp and wild—  
A stunted, not too pretty, child,  
Beneath a battered gingham;  
Such things, to say the least, require  
A Muse of more-than-average Fire  
Effectively to sing 'em.

THUS sang Austin Dobson of some mediocre effort in oils, forced on his attention at an art exhibition of perhaps twenty years ago. I only wish that Poet Dobson could have postponed his song until this heyday of publicity—he could so easily have re-phrased his theme to fit many an inky effort in advertising copy of the present vintage.

A sad truth exists—one, I feel, which is still far from being grasped by advertisers as a class—that the more commonplace and thrill-less a subject the more masterful in presentation must the advertising be if that advertising is to strike fire. To word this for those whose minds have a mathematical turn, the need for masterful copy exists in inverse ratio to the interest in the subject.

There are those who will blandly assure you that matter-of-fact statements of exact truth will, in the end, bring a profitable response from buyers. This is indeed a notable tribute to the sheer brute strength of advertising, but at the same time it must be recognized that there are many, many advertisers who lack limitless capital, and hence may be forced to silence or bankruptcy long before that golden end arrives. Furthermore, since authoritative articles assure me that one of the chief uses of advertising is to accomplish quickly what otherwise might require a generation, I cling to my contention that there is far too great a proportion of advertising copy to-day which falls pitifully short of attaining its possibilities. (At times I am even driven to suspect that the present wave of publicity has forced the copy-writing guild be-

yond its capacity and hence, through sheer necessity, has compelled it to recruit scores of half-trained apprentices.)

However, I have wandered from my topic. I started with Mr. Dobson, and here I shall resolutely right-about-face and return to my first subject. Pray pardon the crude abruptness with which I thunder forth my text—*there would be more master copy-writers if more copy-writers read, studied, absorbed and profited by the works of the master poets.*

Were I a manufacturer with an article of fashion to sell to the fair sex (*par exemple*, what a friend of mine terms as “intimate feminine frilleries”), I would try to find an Austin Dobson in prose—especially if scant capital compelled me to be content with small space. For explanation of this read how, within the cramping limits of forty words, he condensed the source, the beauty, the romance of the fan of Madame Pompadour:

Chicken-skin, delicate, white,  
Painted by Carlo Van Loo,  
Lovers in a riot of light,  
Roses and vaporous blue:  
Hark to the dainty *frou-frou!*  
Picture above if you can  
Eyes that could melt as the dew—  
This was the Pompadour's fan!

Forty words!—and they leave you with an accurate, clear-cut, yet altogether charming vision of that history-making bit of feminine ornament—nothing vague, nothing omitted, nothing lugged in to gloss over a flaw in thought or treatment.

How far forward in his story of the Pompadour's fan would forty words take the copy-writer who penned the following sentences from a recent \$6,000 insertion?—

It will not require a detailed, painstaking inspection to convince you that our “Anonymous” is an unusually good \*\*\*. Like all worthy prod-

ucts, its virtues are unmistakably apparent. A glance verifies the rare beauty of design and a single demonstration tells, etc., etc.

Forty words—and has the inquiring reader anything to show for the time he has expended or to make him optimistic of better things to come?

Many a poet could teach copy-writers of that too popular school some telling truths in the economy of words, in the building of appeals to the reader's imagination, in the power of printed words when those words are carefully selected and effectively grouped. True, it would demand more brain-labor and more time than is required by copy of the Say-Nothing school, but even such extra exertion would be well repaid. "A drop of ink makes millions think" only when it reproduces thought. Ink can make you think or make you drowsy. The latter is far easier of attainment.

While it will not be possible for me to quote samples here of "poets' copy" on all lines of merchandise advertised to-day, happily I can reprint a few quotations treating of topics which have definite parallels in modern publicity.

We have read full pages trumpeting the comforts of hotels and we have scanned expensive booklets elaborating upon their cuisine. Out of all such descriptions only two stand out in my own memory.

John Keats was the copy-writer of one of these—

Souls of Poets dead and gone,  
What Elysium have ye known,  
Happy field or mossy cavern,  
Choicer than the Mermaid Tavern?  
Have ye tipped drink more fine  
Than mine host's canary wine?  
Or are fruits of Paradise  
Sweeter than those dainty pies of  
Venison?

Curiously enough, the other example in this field also dates back to an age when pensters found their widest audience only in *belles lettres*. A Mr. Thackeray wrote it in honor of a dish served by a Parisian restaurateur and known as "Bouillabaisse." And the second stanza runs:

This Bouillabaisse a noble dish is—

A sort of soup or broth or brew,  
Or hotch-potch of all sorts of fishes,  
That Greenwich never could outdo;  
Green herbs, red peppers, mussels,

saffron,

Soles, onions, garlic, roach and dace:  
All these you eat at Terre's Tavern  
In that one dish of Bouillabaisse.

With a Thackeray and a Keats at my disposal for hotel advertising, I would feel safe in that department.

On the other hand, had I sporting paraphernalia to sell, or a summer playground to which to coax vacationists, then I would seek a Masefield or a Kipling, who—with waste of words or space—could airplane my readers instantly to a region far removed from the jostling of the subway, the pungent gases of the foundry, or the clatter-clack of the office. I would seek a man who might approximate Masefield's—

I must down to the sea again, to the lonely sea and the sky,  
And all I ask is a tall ship and a star  
to steer her by,  
And the wheel's kick and the wind's  
song,

And the white sail's shaking,  
And a grey mist on the sea's face, and  
a grey dawn breaking.

With a Masefield to write my copy for the man whose tastes favor open waters, for my inland playground I would call upon a Kipling to lure the Feet of the Young Men to my profit—

Do you know the blackened timber?—  
do you know that racing stream  
With the raw, right-angled log-jam  
at the end?

And the bar of sun-warmed shingle  
where a man may bask and dream  
To the click of abod canoe-poles round  
the bend?

It is there that we are going with our  
rods and reels and traces  
To a silent, smoky Indian that we  
know—

To a couch of new-pulled hemlock, with  
the starlight on our faces,  
For the Red Gods call us out and we  
must go.

I venture to state that those eight lines have effectively side-tracked all business thoughts for dozens of my readers and tempted them far from work-a-day desks. For myself I can testify that I owe a joyously sudden four-day canoe-jaunt one pre-Easter week

June 17, 1920

## PRINTERS' INK

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solely to the fact that the "Collected Verse" fell open at that page one fateful March evening.

Now for the inner man! Should I ever goad my inborn temerity to venture to invade the precincts jealously guarded by Heinz, Campbell, Lipton and their colleagues—the Dominion of the Palate—then I would need to ponder long and cautiously before I entrusted to any pen the phrasing of my message. At the end, however, I would probably elect a Keats who could spin about my wares the mysterious glamour of St. Agnes' Eve:

While he from forth the closet brought  
a heap  
Of candied apple, quince and plum and  
gourd,  
With jellies soother than the creamy  
curd,  
And lucent syrups, tinted with cinnamon,  
Manna and dates, in argosy transferred  
From Fez; and spiced dainties, every  
one  
From silken Samarcand to cedar'd  
Lebanon.

Cook-books are a region unexplored by my masculine curiosity—but, to my lay ear, that stanza, taken *en bloc*, is almost a ready-made paragraph for a mince-meat advertisement. As I write, my mouth waters for some tidbit "tinct with cinnamon"!

In my imaginary career as an advertiser there might come lean periods when loans called in would leave my advertising budget cramped, cabin'd and confined. No doubt I would then often earn the heartfelt protests of the copy committee that "it can't be done in that space." To them I would promptly commend a perusal of certain excerpts from another artisan in rhyme who could write lengthily or briefly, as he chose. From Robert Browning they could learn how painstaking artistry can weave six distinct facts and their climax into a unified, logical whole, all in the thrifty limits of forty-three words (a scant thirty-five if contractions are scored as one word):

The year's at the spring  
And the day's at the morn;  
Morning's at seven;  
The hillsides's dew-peared;  
The lark's on the wing;

The snail's on the thorn:  
God's in His heaven,  
All's right with the world!

Seconding Mr. Browning, I would be tempted to try to prove to the copy committee that even "atmosphere" does not require the tediously-drawn-out paragraphs which too often hobble the reader's progress to the true terminus of an advertisement. To my own manner of mind Walter de la Mare has caught and crystallized for all time the basic impressions which certain places of business make upon children's brains—all in forty-one words. Is your kid-hood still near enough and clear enough to you to let you feel the accuracy of this?

I can't bear a Butcher,  
I can't abide his meat,  
The ugliest shop of all is his,  
The ugliest on the street;  
Bakers' are warm, cobblers' dark,  
Chemists' burn watery lights;  
But, oh, the sawdust butcher-shop's  
The ugliest of sights!

And after these quotations, what then?

I don't for an instant delude myself that throughout the advertising agencies and departments of our broad and glorious land there will be—as a result of this screed—morning recitations on the Elizabethan poets nor required weekly themes based on Eddie Reed's "English Lyrics" (though there could be far worse practices). Seriously, though, don't these few random selections suggest, and suggest rather forcibly, that the poets have attained certain abilities which could profitably be harnessed to the advertising cart—not the ability to select words that rhyme and to fashion lines that scan to the rigid rules of metre, but more fundamental lessons in the mastery of words?

If this is so, certainly it is worth while to take time to delve a bit and see what basic principles we can possibly unearth that may be equally adaptable to advertising problems.

Of course, one point stands out uncompromisingly—brevity, *per se*, places little handicap on content. These poets prove with painful, almost brutal, clarity,

that long-winded verbiage is by no means an inescapable companion to detailed description. Apparently to them forty words is an all-sufficiency for any normal description. Down goes one defense of the inexpert (or labor-saving) copy-writer.

Grant, as we must, this very apparent truth, is there, in addition, any clue to the method or process by which they have so deftly and quickly stirred our imagination and carried our thoughts so surely along the paths they had selected for us?

Let's see.

My memory of these quotations—without turning back for reference—is a medley of Carlo Van Loo, of mine host's canary wine, of garlic, roach and dace, of the wheel's kick, of a raw, right-angled log-jam, of a snail on a thorn, of sawdust floors and of watery lights. Evidently the poets are not so averse to facts as are some copy-writers! These verses are veritable nuggets of facts—carefully, attractively polished, of course, but nevertheless tangible, comprehensible facts.

Oh, ho! Now we have it. The trick is absurdly simple.

The poets learned to put Old Man Specific to work long ago, while a goodly portion of our modern advertising craft hasn't yet realized the old fellow's power.

#### E. J. Finneran With St. Louis Printer

E. J. Finneran, until recently associated with the Gardner Advertising Company, St. Louis, has been made head of the new direct-by-mail advertising department of the Stewart Scott Printing Company of St. Louis.

#### M. S. Rippey With Schiele Agency

Milton S. Rippey has been made office manager and space buyer of the Schiele Advertising Co., St. Louis. For more than eighteen years he was with the order department of Nelson Chese man & Co., of the same city.

H. Haugen has recently joined the advertising department of the United States Gypsum Company, Chicago.

#### American Teeth in World Markets

The prohibition of importation of artificial teeth into France upon the ground that they are "luxuries," and may therefore be excluded by law, will, according to The National City Bank of New York, affect a growing industry and export trade of the United States representing several million dollars.

The United States is, and has been for several years, the world's largest manufacturer of artificial teeth, and has turned out probably \$50,000,000 worth of teeth in the last decade. In 1914 the factory value of artificial teeth turned out was \$4,000,000, and is now probably running at double that sum. The value of the exports of this class are now running at the rate of nearly \$500,000 a year, and they go to every grand division of the world, and are scattered broadcast from Russia to Oceania, and from Japan to South America.

#### Business Papers Should Exchange Ideas

At a meeting of the national conference of business paper editors held in Chicago, C. J. Stark, editor of the *Iron Trade Review*, declared that the business papers of the country should raise the standards of typography, illustrations and make-up. It is generally agreed, he said, that while the business papers are of a high class, now is the time to make a concerted effort to improve them through the exchange of ideas and methods.

#### C. E. Billings, Founder of Billings & Spencer, Dead

Charles Ethan Billings, hardware manufacturer and inventor, who founded the firm of Billings & Spencer, Hartford, Conn., in 1869, died at Hartford, on June 3, at the age of eighty-three. The son of a Vermont blacksmith, he became one of the largest makers of hardware and machinery in the United States, and the inventor of a score of valuable articles now in general use, such as drills, chucks, pocket knives and wrenches.

#### Durgin and Faulkner With Kling Agency

W. R. Durgin and D. C. Faulkner, formerly with the Hoops Advertising Company, Chicago, are now with the Leroy A. Kling Advertising Company in that city.

#### Suckling Directs R. J. Long Advertising

J. Suckling is now directing the advertising of R. J. Long & Co., manufacturers of "Bob Long's" overalls and gloves, Toronto.

# Who Advertises in the Engineering News-Record?

The index tells the story. It shows the type of companies included—the leaders in the civil engineering and construction field. It is prestige-building to be represented in this index. Is the name of your company there?

Shall we send you a sample copy, so you can study the whole paper?

# **Engineering News-Record**

—a McGRAW-HILL PUBLICATION

10th Ave. at 36th St.

## New York City

June 17, 1930

June



**When can we drop  
the quotation marks  
from the phrase  
“Business Farmer”?**



— Possibly, when you hear the expression, "Business Farmer," you immediately think of a big-scale farmer with a battery of tractors and a battalion of hired men. He is, of course, a business farmer to a very high degree.

But—read over this list of equipment for even a smaller than ordinary farm. "... I farm 80 acres, with the following equipment: plow, harrow, disc, lister, one-row planter, wagon, mower, road drag, ditching machine, manure spreader, motor car, gas engine, water system, garden tools, silo, large barn, ensilage cutter, warehouse for hay, electric lights in house and barn, 3 horses, 16 cows, registered Holstein bull, 30 head of sheep, 2,000 square feet of cement flooring, motor for a cream separator, etc., etc."

This man with his capital of \$25,000 has a manufacturing plant which certainly justifies the title of business farmer—without the quotation marks.

More than 700,000 Midwestern farmers, like this one, appreciate the upstanding, two-fisted character of the business farming editorial policy of Capper's Farmer.

Any manufacturer may consider them worthy prospects for his product—and the columns of Capper's Farmer a worthy messenger for his sales story.

*The*  
**CAPPER FARM PRESS**  
(MEMBERS A.B.C.)  
Arthur Capper, Publisher  
Marco Morrow, Asst. Publisher  
TOPEKA, KANSAS

June 17, 1926

# Even the Boarding House Keeper

- in a far-off country town
- realizes the value
- of the Brooklyn Eagle
- as an advertising medium

## *Vacation Resort Advertisers*

- have used more space
- in the Brooklyn Eagle
- year in and year out
- than in *any other*
- New York City paper

## *Because the Results*

- year in and year out
- have warranted it.

## *Follow the Blazed Trail*

- —and profit yourself
- —by using

# The Brooklyn Eagle

*Dominant in Brooklyn*

Third in 1919 total advertising volume among the eighteen New York City papers.

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A. B. C. Member

O'MARA & ORMSBEE, Foreign Representatives

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# Truth in Advertising Dominant Note at Indianapolis Convention

Speakers at All Sessions Reflect Guiding Principle Throughout Work of the A. A. C. of W.

"**PRINTERS' INK**" Convention  
Headquarters, Indianapolis.

June 10, 1920.

**W**ITH the selection of Charles A. Otis, Jr., of Cleveland, for president of the Associated Advertising Clubs of the World during the forthcoming year, and the choice of Atlanta, Georgia, for the 1921 convention, the Sixteenth Annual Convention of the A. A. C. of W. came to a successful conclusion. The convention was notable for definite accomplishment toward the solution of the bigger problems with which advertising in its world-wide aspect has to do. That truth, persistently stated, is the very foundation stone of all good advertising, seems to have been the all-pervading topic of the gathering.

The Indianapolis convention was exceptional for the interest shown in all of the business sessions. Every meeting of the general session held, from Monday until Thursday, was well attended. The nineteen departmentals and the various committee conferences were likewise well attended.

The plan of having repeated before the general session the best speech of each departmental seemed to bring added enthusiasm at the many departmental meetings. The newspaper meetings were probably more numerous than any of the others, including evening meetings.

A remarkable fact about this year's convention was the conspicuous absence of letters of regret. In only two or three instances did programme speakers fail to appear. The programme, including names like E. T. Meredith, Edward N. Hurley, Saunders Norvell, Richard H. Lee, Reuben H. Donnelley, Charles Aubrey Eaton, Charles F. Higginham, Joseph French Johnson,

L. D. H. Weld, Alfred Koch and others, which will be referred to later, was carried through as prepared by the programme committee, under the chairmanship of Jesse H. Neal.

The preliminary report, made in last week's **PRINTERS' INK**, carried the convention to the close of Monday's sessions. Monday evening the exhibit of advertising, which had been placed in the corridors of the State House, was formally opened. Of the various exhibits shown those of the General Electric Company, Columbia Phonograph Company and the William H. Block Company were later transferred to Convention Hall, where they were explained by representatives of these companies.

## GENERAL SESSIONS

Secretary of Agriculture E. T. Meredith opened the general session on Tuesday morning. His speech dealt with "The Advertising Man's Interest in the Department of Agriculture."

Saunders Norvell, chairman of the board, McKesson & Robbins, of New York, spoke on "The Function of the Wholesaler as an Independent Advertiser and Merchandiser, as Well as a Distributor." Both of these addresses were reproduced in part in last week's issue of **PRINTERS' INK**.

Alfred Koch, of LaSalle & Koch, Toledo, former president of the National Retail Dry Goods Association, told of what manufacturers should know about the flow of goods into and out of retail stores.

One of the most important addresses of the convention was that delivered by Edward N. Hurley, president Hurley Machine Company, Chicago, formerly chairman of the United States Shipping Board, and prior to that chairman

of the Federal Trade Commission, whose address appears in part elsewhere in this issue of PRINTERS' INK.

Other speakers before the general session were Richard H. Lee, special counsel of the A. A. C. of W.; Don Francisco, advertising manager of the California Fruit Growers' Exchange (address in PRINTERS' INK last week); O. H. Blackman, of The Blackman Company, New York, whose speech on "Uncle Sam's Venture Into Paid Advertising" was delivered by James O'Shaughnessy, secretary of the Association of Advertising Agencies; Roy Soule, vice-president of A. C. Penn Company; Dr. A. I. Gates, of Columbia University, New York, and Mrs. Christine Frederick. Portions of Mrs. Frederick's remarks appeared in last week's PRINTERS' INK.

#### JOINT SESSION

One of the most interesting developments among the departments this year was the joint meeting of representatives of the American Association of Advertising Agencies and the Daily Newspaper Department, which was arranged for the purpose of promoting greater harmony and closer co-operation between these two inter-related departments of the advertising field. M. E. Foster, of the Houston *Chronicle*, speaking for the newspapers, mentioned three things upon which he hoped there could be a better understanding: First, inasmuch as the newspapers, at the request of the A. A. C. of W., are adopting a uniform rate card, the agencies should adopt a uniform contract form. Second, specific instructions for the insertion of advertisements instead of indefinite instructions that can be interpreted two ways. Third, requesting co-operation that is within the legitimate field of the newspaper and not within the field of a traveling representative.

William H. Johns, president of the George Batten Company, speaking for the agencies, said the members of the A. A. A. A.

desire to co-operate with the newspapers and while there were many points that needed ironing out, it is mostly a question of both sides knowing clearly what they want. He urged the newspapers to aim at uniformity in their requirements. Then the agencies, he said, will comply with the rules.

Collin Armstrong, of New York, speaking for the agencies, said efforts had been made for the last six months to obtain a standard contract. Charles Miller, of the Atlanta *Georgia and American*, speaking for the newspapers, said that he would endeavor to see that a permanent committee of his department met once a month with a similar committee of the A. A. A. A.

#### DAILY NEWSPAPER DEPARTMENT

In the neighborhood of 200 representatives of newspapers from all parts of the United States and Canada attended the meetings of the Daily Newspaper Department. President Miller called the attention of members to a number of important problems which he believed the newspaper department should deal with, such as the class of advertisements that should be eliminated from newspapers because of newsprint shortage and the basis upon which advertising contracts should be made.

Arthur G. Newmyer, New Orleans *Item*; Frank D. Webb, Baltimore *News*; and Frank I. Carruthers, Denver *News*, were appointed by Mr. Miller to serve three-year terms on the National Advertising Commission as representatives of the daily newspaper department.

Among other subjects discussed by the daily newspaper department were publicity evils, advertising rates, merchandising departments, bonuses and salaries, and the value of special pages. The speakers were Lincoln B. Palmer, of the American Newspaper Publishers' Association; Arthur G. Newmyer, Richard H. Lee, George H. Burt, George M. Burbach, Frank D. Webb, Bert Garstin, W. J. Merrill, W. A. Beatty and others.



## Kentucky Leads All Other States In the Production of Tobacco

*Kentucky produced four hundred and seventy-four million pounds of tobacco in 1919, which was valued at \$175,000,000.00.*

*Louisville, Kentucky's largest city, is the leading loose leaf tobacco market of the world, having a total of twenty-eight tobacco factories.*

*Louisville is also the largest hogshead tobacco market of the world, with Lexington, also a Kentucky city, the second largest.*

*Louisville is the principal manufacturing and distributing city of Kentucky. It maintains a million-dollar factory fund for the fostering of industries. It is the recognized "Gateway to the South" and one of the South's largest trade centers.*

*Louisville is one of the best tryout markets for National advertisers in the United States. Louisville and the entire state of Kentucky are in an exceedingly prosperous condition.*

*Advertisers who know prefer the advertising columns of*

# The Louisville Herald

*Kentucky's Greatest Newspaper*

**Eastern Representative:** Kelly-Smith Co., Marbridge Bldg., New York

**Western Representative:** John Glass, Peoples Gas Bldg., Chicago

**Pacific Coast Representative:** R. J. Bidwell, San Francisco, Cal.

### THE SHAFFER GROUP

Louisville Herald	Chicago Evening Post	
Indianapolis Star	Muncie Star	Terre Haute Star
Rocky Mountain News	Denver Times	

Charles Miller was unanimously re-elected president of the daily newspaper department. Fred Millis, of the Indianapolis *News*, was re-elected secretary and treasurer. The following were elected directors: M. E. Foster, Houston *Chronicle*; Harvey Young, Columbus *Dispatch*; Frank T. Carroll, Indianapolis *News*; Walter G. Bryan, New York *American*; W. J. Hoffman, Portland, Ore. Through a change in the by-laws of the department, a vice-president will hereafter be elected from each State instead of from each district, as formerly. Vice-presidents were therefore elected for thirty-five States and the rest will be selected by the officers later.

#### AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Another important department, whose sessions were attended with great interest, was that of the A. A. A. A.

Collin Armstrong, New York, a portion of whose speech is given elsewhere in this issue, discussed "What the Advertising Agency and the Publisher Have in Common."

J. H. Mitchell, president of the Mitchell Advertising Agency, Inc., urged each agency to establish and maintain a research department to assist the manufacturer in finding the market best suited for the product to be advertised.

The address of Merle Sidener, president of the Sidener Van Riper Advertising Company, was so well received that it was selected by the programme committee for redelivery before the interdepartment session. His topic was: "What the Agency Understands Advertising to Be." He said in part: "We may not be able to define advertising accurately, but we know that it is a powerful force and it is dangerous if handled carelessly. Our chief business in the advertising agency field is to discover new and practical uses for advertising, and we will do that if we keep our eye on the whole structure of business. We recognize advertising as a

factor in marketing. We must be the architect, the engineer, the builder, who not only assumes responsibility for the preparation of the material, but sees also that it is placed in the structure in correct relation to all other materials, to the end that the foundation may be sound, and the superstructure may be permanent, profitable and of service to business."

H. S. Gardner, president of Gardner Advertising Company, St. Louis, gave an instructive talk on "Evolution of Agency Service and the Advertising Agency of the Next Generation."

Other speakers were Harry Dwight Smith, president of the A. A. A. A.; F. T. Hopkins, National Outdoor Advertising Bureau; H. J. Kenner, executive secretary National Vigilance Committee; William C. D'Arcy, of the D'Arcy Advertising Company; W. S. Crawford, London, England; Charles F. Higham, of London, England; William H. Rankin, of the William H. Rankin Company; William J. Boardman, vice-president of the George Batter Company; Thomas E. Basham, of the Thomas E. Basham Company; Paul E. Derrick, of P. E. Derrick Advertising Agency, Ltd., and others.

#### DIRECT MAIL ADVERTISERS

Several things of interest were discussed by the Direct Mail Advertisers Department, under the chairmanship of Alexander M. Candee, president, of Milwaukee, such as the issuance of a folder for definite announcements having to do with postal regulations, new rulings and interpretations and legislation; the assembly of individual direct mail advertising specimens, and complete campaigns, with tabulation of results; the compilation of authoritative statistics having to do with the volume of direct mail advertising, its results, the relationships between its costs and the sales it influences, and as complete an analysis as is available of all factors having to do with this me-

(Continued on page 49)

# When You Think of New Orleans

Think of

**New Orleans**  
**STATES**

EVENING

SUNDAY

**Because:-**

**Large Circulation**  
**Concentrated in the City**  
**Proper—Your Profitable Market**

Suburban New Orleans is too limited  
and scattered to cover economically.

Advertise in the States and center  
your efforts on the city itself. Excel-  
lent opportunities for distribution of  
product. Population responsive to  
advertising. High per capita  
purchasing power.

WRITE

  
H. E. HIRSCH  
ADVERTISING DIRECTOR

Want More Information?  
We'll Gladly Furnish It.

June 17, 1926

(Reproduction of Page Advertisement in Literary Digest June 19)



# The Mason and Dixon Line—We've Wiped It Out!

America was never so completely a Nation—one Nation—as it is today. The great war with its association in peril and suffering has accentuated the gradual development of American agriculture and American business into one closely related whole.

The South, going ahead with unprecedented rapidity under the stimulus of recent conditions, is rapidly closing the gap which has separated it from the North in point of agriculture and business.

Manufacturers seeking new markets see it at the beginning of a period of development comparable to that of the Middle West in the last twenty years. There is evidence of America's new agricultural unity in the development during the past few years—a national farm publication that interests the South as deeply as it does the Nation as a whole.

This significant symptom of the new nationalism is Farm Life.

It has 650,000 subscribers distributed through every State in the Union—so evenly distributed that the percentage in each State corresponds almost exactly to the percentage of farmers who live there. Farm Life covers the South as thoroughly as it covers the rest of the country. In that splendid territory which already produces about 40 per cent of the Nation's farm crops it has a circulation equal to that of the strongest specialized southern sectional farm paper. And it covers the whole section more thoroughly than any other publication of any type.

We have some interesting statistical material on the development of the South, and on the sales value of the Farm Life circulation in every section of the country. Write for it.



## The Farm Life Publishing Company

THE JOHN M. BRANHAM COMPANY

*Advertising Representatives*

New York Chicago St. Louis Kansas City Detroit Atlanta

*Taking an advertising  
lesson from the patent  
medicine man*

( We don't publish testimonials in our paper, but we do use them for ourselves ).

"The Indianapolis News certainly did splendid work in response to our request for definite information as to demand for and sale of confections in the Indianapolis Radius." — Mallory Mitchell & Faust.



" . . . . the most comprehensive and clearest reports I have ever received from a paper." From J. Walter Thompson Co., on receipt of report from Merchandising Service Department advising *against* advertising because of lack of distribution.

There are scores of other such letters. They are only indications of the honest and efficient work The News is doing to make advertising in its columns profitable to reader, manufacturer and agency alike.

## The Indianapolis News

New York Office  
DAN A. CARROLL  
Tribune Building

FRANK T. CARROLL  
Advertising Manager

Chicago Office  
J. E. LUTZ  
First National Bank Bldg.

USE NEWSPAPERS ON A THREE-YEAR BASIS

June 17, 1920

## PRINTERS' INK

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dium of advertising. Another subject discussed by the association was the establishment of a speakers' bureau for providing speakers in various parts of the country; an employment service; an assembly of credit information.

Helpful speeches were made by William A. Hersey, R. H. Inggersoll and Brother; Frank Stockdale, Frank Stockdale Service; Julian Wetzel, Keystone Press; Noble T. Praigg, managing director Direct Mail Advertising Association; Charles H. Mackintosh, LaSalle Extension University, and others.

A presentation of the arguments in behalf of direct mail advertising was made by an extemporaneous play entitled "Putting the Sales Story Across by Direct Advertising." The play was staged by various delegates headed by Charles Henry Mackintosh.

The Classified Advertising Managers' Association, a new body which became affiliated with the A. A. C. of W. this year, adopted a constitution and by-laws and elected L. J. Boughner, of the Chicago *Daily News*, president. Among the resolutions passed were the following:

"Be it resolved that the net rate for classified advertising should be enough higher than the display rate to make the revenues the same per column.

"Be it resolved that the rates for classifications and service should be standardized.

"Be it resolved that uniform rules concerning the admissibility of copy should be adopted.

"Be it resolved that we feel that daily newspapers are the best advertising medium for promoting classified advertising, and that we should prepare our promotion copy as carefully as we advise our advertisers to prepare theirs."

T. W. LeQuatte, of *Successful Farming*, in talking on "Our Agency Problems," at the meeting of the Agriculturers' Publishers Association, discussed the subject of agency relations, as reproduced in last week's issue of PRINTERS' INK. Other outstanding addresses delivered at this

meeting were made by H. J. Kenner, E. B. Moon, Horace C. Klein, Duane W. Gaylord, Frank G. Odell, James M. Pierce, Governor S. R. McKelvie, B. Morgan Shepherd, E. E. Faville, C. A. Taylor, Ben F. Billiter and Frederick L. Chapman.

At the initial session of the meeting of the Graphic Arts Association closer co-operation was urged by Noble T. Praigg, secretary, of Chicago, with the Direct Mail Advertising Association and the National Association of Advertising Specialty Manufacturers. Mr. Praigg pointed out that the three organizations have one primary purpose, and that by united action and co-operation the consolidated efforts would be of much greater service to all the members of the separate associations.

## BUSINESS PAPERS MEET

A. C. Pearson, of the *Dry Goods Economist*, in presiding over the Associated Business Papers Department meeting, explained the reason for the tremendous volume of advertising now appearing.

"There has been an unusual amount of advertising during the last eighteen months," he said. "Some claim that it has been due to an attempt on the part of manufacturers to spend their excess profits rather than give so large an amount to the Government. There are doubtless some isolated cases of this sort, but the outstanding reason for the great amount of advertising is that the promotion and expansion activities of our industries have been restrained during the war and naturally they must be increased to make up for the decrease during the period of the war. Added to this, many businesses required to be reorganized and many new ones had to be promoted. An additional fact of importance is that a new era started with the armistice and every intelligent manager sought to lay out a policy for the next few years. The greatest thing that can happen to advertising is to have managers give serious consideration to the future and form some definite policy.

"Probably the greatest factor in the whole situation is the fact that advertising played such an important part in the efforts of the Governments of all countries during the war that its recognition is much more general now than ever before. There are few managers who would risk popular disapproval by going on record against advertising. They may doubt its efficiency as applied to their particular line, but they will admit that advertising is now a great and important factor in distribution that must be reckoned with in any broad business policy. Most managers realized that they were facing new and difficult conditions and naturally they called to their assistance the great force of advertising in this reconstruction period."

#### INTERDEPARTMENTAL MEETINGS

Following out the plan of the programme committee, each department was asked to designate the paper which had been delivered during the meetings, and which was considered to be the most helpful, for presentation before the general session of the convention on Wednesday afternoon and Thursday morning. The selection of the papers was made by the vote of the members of each department or conference. This feature is a new one at the national convention, and was designed to make it possible for those to hear the departmental addresses who had been unable to attend the meetings. W. Frank McClure, chairman of the National Advertising Commission, presided. The speech of W. J. Merrill, of the Chicago *Tribune*, reprinted in part in PRINTERS' INK last week, was selected as being the most helpful read before the daily newspaper department. The A. A. A. A. selected the speech of Merle Sidener. The Associated Business Papers selected "Getting Results from Business Papers," by George W. Rowell, Jr., advertising manager of the Lloyd Manufacturing Company, Menominee, Mich. A portion of his address appears elsewhere in this issue.

George E. Cook, president of the Periodical Publishers' Association and president of the Periodical Publishers' Service Bureau, repeated his paper on "Advantages and Disadvantages of Circulation Audits."

The Pan American Conference adopted resolutions urging that Latin-American publishers be invited to make suggestions as to the best means of developing the advertising possibilities in Latin America of North American manufacturers and to avail themselves of the protection offered by the vigilance committee of the A. A. C. of W. The importance of affiliation with the A. A. C. of W. by advertising organizations in South America and Mexico was emphasized. A. Eugene Bolles, of New York, presided. Officers for the ensuing year were elected as follows: John Barrett, chairman; John L. Merrill, vice-chairman; John Vavasour Noel, secretary-treasurer. Franklyn Johnson, of New York, told the members of the conference that a field exists for export trade papers published in the United States and distributed in Latin-American countries.

At the conference of the National Association of Teachers of Advertising it was decided that meetings will hereafter be held annually in connection with the Association of Collegiate Schools of Commerce, and not with the A. A. C. of W. The conference was largely devoted to a discussion of the good that the teaching of advertising can do for the advertiser and the good the advertiser can do to the university.

An unusual feature of the convention was the visit of Major S. A. Greenwell, U. S. A., who came to Indianapolis as the representative of the War Department. Major Greenwell was an interested visitor at many of the general sessions and departmental meetings. He said the War Department had now been brought to recognize the value of paid publicity for securing recruits in all branches of the service. Since the use of planned and paid-for

MOST advertisers in magazines of national circulation owe their distributors in New York some form of intensive advertising—because the circulation of magazines is smallest in New York—therefore New York Theatre Programs.

*Over a million and a half a month concentrated on the best people in New York—The largest volume of class circulation in the world.*

## New York Theatre Program Corporation

Formerly Frank V. Strauss & Co.

108-110-112-114 WOOSTER ST. NEW YORK

CHICAGO  
406 Tower Bldg.

BOSTON  
Little Bldg.

SAN FRANCISCO  
Crocker Bldg.

advertising, the cost of securing recruits had been reduced to an average of about \$30 each, where before the cost varied greatly for the different branches of the service, running from \$30 up to \$200.

At the meeting of the club presidents on Tuesday night it was decided to re-district the territorial field of the association. Fifteen districts will take the place of the present eight. The new districts are as follows:

1. Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut.

2. New York, Pennsylvania, New Jersey and Delaware.

3. Maryland, District of Columbia, Virginia, West Virginia, North Carolina and South Carolina.

4. Georgia, Florida, Alabama, Mississippi, Tennessee, Cuba and Porto Rico.

5. Kentucky, Ohio and Michigan.

6. Indiana, Illinois and Wisconsin.

7. Missouri, Oklahoma, Arkansas and Louisiana.

8. Minnesota, North Dakota, South Dakota and Montana.

9. Iowa, Kansas and Nebraska.

10. Texas, New Mexico and Arizona.

11. Colorado, Utah, Idaho and Wyoming.

12. California, Washington, Oregon, Nevada, Alaska, Hawaii and Philippine Islands.

13. Canada.

14. Europe and all countries in the British Empire except Canada.

15. The Orient and such other Eastern countries as the Associated Clubs may suggest.

Miss Jane J. Martin, of New York, was re-elected to represent the advertising women on the executive committee of the association. Miss Mary L. Wheat, of St. Louis, was elected chairman of the Advertising Women's Conference. Miss Ida Pines, of Chicago, was chosen vice-chairman for the next season, which is a new office created this year.

The secretaries of the various clubs holding membership in the association held a conference, at

which a lively discussion of ways and means of maintaining advertising clubs that will do steady, effective work in the interests of truthful advertising took place.

At a meeting of the Poster Association, it was decided to enter a protest against what poster men call "sniping" on the part of recruiting officers for the United States army and navy. This practice consists of posting indiscriminate small posters and hand bills here and there, often on the association's boards, asking for government recruits. The poster advertisers say this mars the artistic appearance of their boards, and gives an unsightly appearance wherever posted. In asking the Government, by resolution, to put a stop to this practice, the association will volunteer to post, free of charge, whatever is desired by either the army or navy, at the request of the recruiting officer. The resolutions will be sent to the War and Navy Departments. Several extracts from speeches before the Poster gathering have been published in PRINTERS' INK.

#### GENERAL ELECTIONS

Fifteen vice-presidents were elected as follows, those in even-numbered districts for one year and those in odd-numbered districts for two years: District No. 1, Frank A. Black, Boston; District No. 2, Rowe Stewart, Philadelphia; District No. 3, John E. Raine, Baltimore; District No. 4, Edgar M. Foster, Nashville; District No. 5, Bert M. Garstin, Louisville; District No. 6, J. D. Fitzgibbon, Milwaukee; District No. 7, John King, Jr., St. Louis; District No. 8, William J. Betting, Minneapolis; District No. 9, T. W. LeQuatte, Des Moines; District No. 10, H. O. Burke, Fort Worth; District No. 11, F. D. Zimmerman, Denver; District No. 12, William Strandberg, Portland; District No. 13, F. W. Stewart, Montreal; District No. 14, W. S. Crawford, London, Eng.; District No. 15, J. B. Powell, Shanghai, China.

The national advertising com-  
(Continued on page 188)

# Get The Facts!

*About the LOUISIANA-  
MISSISSIPPI MARKET*

## TRADE EXTENSION BUREAU

**STATISTICAL SERVICE!** Just one phase of ITEM TRADE EXTENSION ACTIVITY. Up-to-the-minute merchandise and industrial data regarding the great Louisiana - Mississippi market, in which live one-twenty-eighth of all the people in the United States.

Not hand-picked census office dope, please understand, but accurate and complete news of commercial activities gathered day to day by the Item's investigators, conveniently compiled by its statisticians, and always kept up to date.

## THE NEW ORLEANS ITEM

Published Week-Day Afternoons and Sunday Mornings

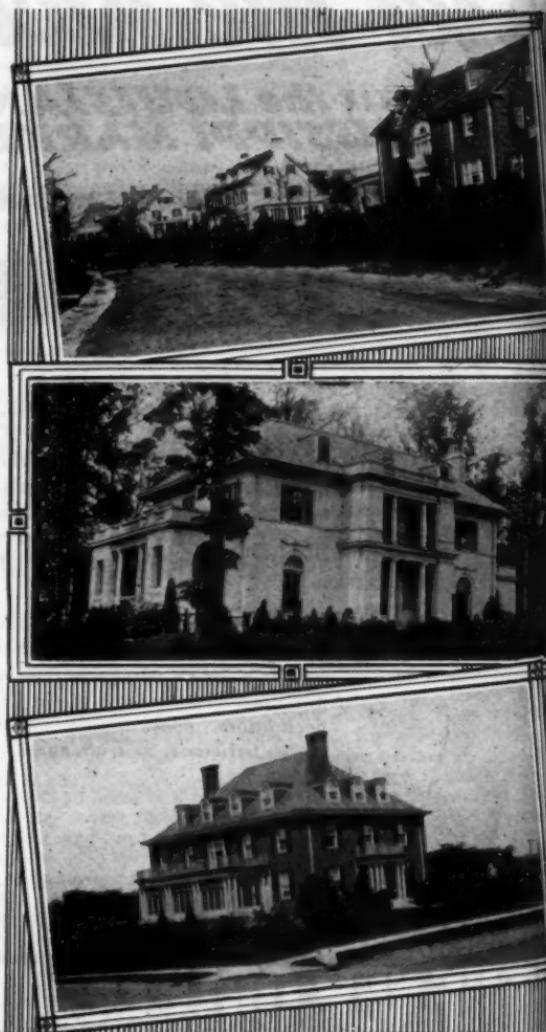
JAMES M. THOMSON  
Publisher

National Advertising Representatives  
**John Budd Company**

A. G. NEWMAYER  
Associate Publisher

New York, Chicago, St. Louis, San Francisco, Los Angeles, Atlanta, Seattle.

June 17, 1920



Baltimoreans Don't Say "Newspaper" They

# BALTIMORE

## City of Beautiful Homes

The great number of beautiful homes in and near Baltimore typifies, as does nothing else, the high degree of Baltimore's wealth, culture and prosperity.

First, last and all the time Baltimore is a city of homes. It has over 115,000 of them—more per square mile than any other great American city—and over 51 per cent are occupied by their owners.

And the number is constantly growing. The 1920 census returns just made public show Baltimore's present population is 733,826—an increase of 31.4% in the last 10 years. It is logical to conclude that the number of homes has increased in like ratio.

Here is further evidence of Baltimore's high proportion of homefolks: in the past four months 1168 building permits for dwellings have been issued and only two for apartment houses.

But the best thing about Baltimore's home dwellers is not their numbers or their purchasing power. It is the fact that you reach most of the best of them through the Baltimore *Sunpapers* alone.

So strong is the *Sunpapers'* influence in Baltimore that Baltimoreans don't say "newspaper"—they say "*Sunpaper*."

It's because they realize—as anyone must who knows Baltimore—that

### Everything In Baltimore Revolves Around THE SUN

Morning

JOHN B. WOODWARD  
Times Bldg., New York

Evening

SUNDAY

GUY S. OSBORN  
Tribune Bldg., Chicago

paper They Say "Sunpaper"

June 17, 1920

THERE are few things  
in this world that are  
really worth while that  
may be had for nothing.

Consulting us about your  
printing is one of them.

*Your telephone is handy.*

Charles Francis Press

461 Eighth Avenue, New York

TELEPHONE 3210 GREELEY

# Agencies and Publishers Draw Together for Advertisers' Good

Each Is Dependent on the Success of the Advertiser for His Own Welfare

By Collin Armstrong

UNTIL the American Association of Advertising Agencies was organized three years ago, there was no comprehensive association of agencies that could confer and negotiate with publishers for unity of purpose and action. Within the brief period mentioned, rapid and substantial progress has been made along various lines of our common endeavor.

Among the more important developments are the standardization of the differential fixed by publishers, and, more recently, an increase in that differential; the formulating of the standard rate card and its adoption by a large number of publishers in all the various classes, a movement that is still going on at a rapid pace; the participation of agencies in the project of certified circulations, as evidenced by the part that members of our Association took in organizing and establishing the Audit Bureau of Circulations and the representation that we have in the management of the Bureau. Great progress has also been made in simplifying, standardizing and elevating agency practices, which has resulted in higher standards of conduct and great economy in operation.

For many months, our National Committee on Agency Systems and Forms, of which Newcomb Cleveland, of the Erickson Company, New York, is chairman, which attained signal success in preparing and securing the adoption of the standard rate card, has been at work with a special committee of the A. N. P. A. devising a standard order and contract

form. We had hoped that this important document would be completed and ready for use by this time. Its appearance may be expected, however, in the near future. It is hoped that it will be adopted by all the members of our Association and by the members of the A. N. P. A. and other organizations of publishers. If this is done, many of the vexatious differences arising between publishers and agencies will at least be minimized, if not entirely eliminated.

#### PROGRESS IN CO-OPERATION

Six months ago, the opportunity presented itself to do some vital constructive work toward bringing about closer, more harmonious and more ethical relations between publishers and agencies. The Newspaper Committee of the American Association of Advertising Agencies, with the active co-operation of the Newspaper Committees of its five local Councils, and particularly that of the New York Council, has endeavored to improve this opportunity. The objective points are:

1st. The establishment and maintenance of one price by publishers.

2nd. The elimination of so-called camouflaged "house" agencies.

3rd. The elimination of the absolutely unqualified agencies, the standards of service of which are negligible, and which exist to the great detriment of advertising by chasing copy, cutting newspaper rates, stealing free publicity and endeavoring in manifold ways to beat publishers.

The entire direct advertiser rebate proposition and the camouflaged "house" agency abuse were laid before the members of the

Portion of address before the American Association of Advertising Agencies, Indianapolis Convention, A. A. C. of W.

American Newspaper Publishers Association through its weekly bulletin and the 5,600 smaller newspapers and weeklies through the American Press Association. This was followed up by a second message, sent by first-class mail to the proper executive of each one of the 2,100 daily newspapers in the United States. Copies of this last, with an explanatory letter, were also sent to each of the 167 special representatives throughout the country.

Several hundred replies have already been received, from which I am able to assure you that publishers generally welcome the interest that agencies are showing in their success and assure us in unqualified terms of their hearty co-operation. These letters reveal to us the extent and force of our influence and a keen appreciation of our motive, which is to place newspaper advertising on a more just, more businesslike, hence more profitable basis to all concerned, namely publisher, agency and advertiser.

These are no perfunctory letters that we have received. They are full of confessions, good resolutions, valuable suggestions and expressions of good will that we are bound to consider as absolutely sincere. We learn from this correspondence that many publishers have never deviated from the one price principle; that many others who have done so for years have become convinced that it is neither ethical nor profitable to continue granting unwarranted concessions.

Publishers are realizing more and more that the direct advertiser who maintains an advertising department and the camouflaged "house" agency contribute nothing to the conservation and development of advertising; that they are simply organizations to beat the publisher. While the number of replies so far is most gratifying, it is far from satisfactory, because of the number that have not given the matter the attention it deserves, but the memories of these will be refreshed during the summer solstice.

In addition to the large number of newspapers that have lined up unequivocally and comprehensively against allowing concessions to the class of advertisers described, a still larger number have voluntarily assured us that they are gradually reducing the number of direct advertisers that they favor and under no circumstances will they increase the number.

#### SIX-POINT LEAGUE STRIVES FOR BETTER CONDITIONS

Simultaneously with this direct contact with publishers, the Newspaper Committee of the New York Council of our Association has established close working relations with the Six Point League, which consists of nearly fifty of the leading special representatives in New York City, representing about 1,400 newspapers. We have always believed that the advice and suggestion of these specials carried considerable weight with the publishers that they represent. The letters we have received from publishers amply confirm that view, hence demonstrate the wisdom of the community of endeavor that has been established.

The New York Newspaper Committee, with an unusually large membership of eight, all of them except the Chairman in charge of the media and rate departments of large agencies, has met, since last fall, in fortnightly conferences with a committee of ten or twelve of the Six Point League. These conferences, together with the correspondence referred to and the results so far obtained, go a long way toward substantiating the assertion that agencies and publishers have every thing in common.

Tangible results of this co-operation are more careful and rigid scrutiny of the status of both direct advertisers and of agencies, both by specials and by newspapers. The elasticity of contracts, that is the suggestion that they may be subject to revision every sixty or ninety days, has been thoroughly discussed by the two committees and with the entire Six Point League, and in consequence the agency view of

The  
**LARGEST  
PAPER**  
IN THE STATE OF  
CONNECTICUT

The  
**HARTFORD**  
*Sunday*  
**COURANT**

ONLY SUNDAY PAPER  
IN HARTFORD—  
COVERS THE FIELD  
THOROUGHLY

Gilman, Nicoll & Ruthman  
REPRESENTATIVES  
World Bldg. Tribune Bldg.  
New York Chicago.

the situation was formally presented to the American Newspaper Publishers Association at its annual meeting. The first effect apparently was to check the tendency on the part of some publishers toward the frequent revision of contracts, and finally the Executive Committee of the Six Point League has resolved that the revision of contracts of foreign advertising within a less period than a year is detrimental to the conservation and development of foreign advertising. This action will doubtless be approved by the League.

Other important developments are the reorganization of the Six Point League of New York as a business rather than a social association and the decision of that body that in dealing with agents they will be guided by A. N. P. A. recognition and, in the case of new agencies desiring to do business with them, by the information the applicant has filed with the A. N. P. A., for the Six Point League has made this important ruling that its members will not deal with a new agency that has not given evidence of its good faith by applying for recognition by the Publishers Association. A movement is well under way to establish similar relationship between the Newspaper Representatives Association of Chicago and the A. N. P. A., so that Western representatives can enjoy the same facilities for obtaining information regarding agencies that their collaborators do in the East.

Publishers generally and justly complain that there are agencies that defy their own efforts to adhere to the one price to all principle by cutting their rates to clients, by splitting the differential, by efforts to secure free publicity and by the abuse of the legitimate promotion department that many newspapers properly maintain to help to insure the success of advertising in their columns. This matter is receiving attention, and it is most gratifying to announce that, after only two conferences between the Recognition Committee of the Publishers Association of New

York City and the Newspaper Committee of our New York Council, that Association has taken drastic steps to discipline rate-cutting agencies. In this they will have our hearty co-operation and, if the undertaking proves successful, efforts will be made to have the system adopted universally. The co-operation of the A. N. P. A. is practically assured because the members of the New York Publishers Association are also members of the national association.

The sole objective of the progress that I have briefly outlined is to make advertising more profitable to publishers, agencies, and last, but not least, to the advertiser. The advertiser does not stand in the same position to the newspaper and to the agency that the newspaper and the agency do to each other. He is the patron or customer of both and they must work in unity, intelligently and ethically, to make the product of their combined enterprise and brains profitable to the buyer. To that end, every publisher and every agency should strive earnestly and sincerely to combine their efforts for the upbuilding of the industry and commerce of the nation.

In conclusion, I wish to impress upon you as forcefully as I can the great responsibility that rests upon each and every agency, now that thoroughly harmonious and workable points of contact have been established between us and publishers. A responsibility that can only be adequately discharged by persistent, concentrated and united efforts—efforts that should be inspired by the precept: "Whatsoever ye would that men should do to you, do you even so to them."

#### Ramp Buildings Campaign in Engineering Publication

The Ramp Buildings Corporation, holder of the D'Humy patents on the ramp type of construction for warehouses, garages and industrial plants in general, has placed its advertising in the hands of Albert Frank & Co. A campaign in engineering publications will be released in the near future.

# 40,000 and 800

## More Proof That Publius Was Right

**N**OT long ago in this publication, we called attention to the fact that the growth of "The Railway Service Unit" proved conclusively that Publius Syrus was dead right when he remarked—"Powerful indeed is the empire of habit."

You will remember how we showed that due to this habit of railway officials of reading the "Railway Service Unit" of "The House of Transportation"—Railway Age, Railway Mechanical Engineer, Railway Signal Engineer, Railway Electrical Engineer and Railway Maintenance Engineer—that each month it takes 40,000 copies of them to satisfy their habit, and the result of this has been that those who desire to sell the railways have made such demands upon this Unit, that it takes 800 pages of advertising space each month to satisfy the habit which they have formed of placing their sales message in the Railway Service Unit.

Right here it is, too, that another remark of Friend Publius proves correct—"You should go to a pear tree for pears, not to an elm."

## SIMMONS-BOARDMAN PUBLISHING COMPANY

Woolworth Building, New York

CHARTER MEMBERS

Audit Bureau of Circulations

Associated Business Papers

Publishers also of Shipbuilding Cyclopedias, Marine Engineering, "The Shipbuilding Unit," and Locomotive Cyclopedias, Car Builders' Cyclopedias, Maintenance of Way Cyclopedias, Material Handling Cyclopedias and The Boiler Maker.

Chicago

Cleveland

Cincinnati

Washington

London

June 17, 1937

June

HARDWARE AGE  
**AUTO AGE**



It's just as profitable for the Dealer to purchase his Automobile accessories from absolutely complete stocks—through Jokker Supply Company—long experience—as for the Car Owner to do his buying in a store with the biggest and best retail Accessory Department.

**SUPPLEE-BIDDLE**  
 of Philadelphia

Supplee-Biddle, the great hardware wholesalers of Philadelphia, offer an example that can profitably be followed by hundreds of manufacturers of products sold in hardware stores.

No one is closer to the hardware retailer than the hardware wholesaler. No one knows better than he what impresses and influences his dealer customers.

In the case of Supplee-Biddle, they are particularly close to their thousands of dealer customers in the states along the Atlantic Seaboard, for their one hundred traveling salesmen, calling on each dealer every week or two, make the relationship between the wholesaler and the retailer as nearly a personal one as possible.

How significant it is, then, that Supplee-Biddle, already so close to the retailers in their territory, should decide to supplement their personal and direct-mail work with a schedule of institutional advertising in **HARDWARE AGE**. Spreads such as shown above and single pages in color to make a consistent campaign have been used in **HARDWARE AGE** during the past year.

**Hardware**  
**239. West 39th Street**

Charter Member of Audit Bureau of Circulations

# HARDWARE AGE SUPPLIE-BIDDLE ACCESSORIES

Supplee-Biddle stocks are immense. Selections of every kind of accessory item are complete. Supplee-Biddle Service is wonderfully strong—to carry the burden of any and every dealer's buying problem.

Towns along the Atlantic Coast have so many Accessory items concentrated as at the Philadelphia warehouses of Supplee-Biddle.

We are situated most favorably to send out immediate shipments north, west, south. Supplee-Biddle is Accessory Headquarters for the dealer who appreciates the value of one source of supplies—one standard of shoulder-to-shoulder Service—one ever-dependable organization growing rapidly in the right direction every passing month.

Find out your greatest opportunities with Auto Accessories. Write Supplee-Biddle to-day.

## SUPPLEE-BIDDLE OF PHILADELPHIA

A fact that is impressive to manufacturers is that Supplee-Biddle, knowing from first-hand observation the thoroughness of HARDWARE AGE circulation among the retailers and the high place HARDWARE AGE holds in the dealers' estimation, are gladly paying the cost of the entire circulation to benefit approximately by one-quarter of it,—in effect, they are satisfied to pay practically four times more for their advertising in it than do manufacturers whose market is nation-wide and who therefore can benefit from 100% of the circulation.

*HARDWARE AGE through 65 years as market report paper to the hardware trade has built up a circulation and influence in every section of the country no less thorough than in the territory covered by Supplee-Biddle.*

HARDWARE AGE offers manufacturers the opportunity to concentrate their dealer advertising in the one hardware paper of thorough country-wide circulation and influence.

Write for full information.



# Hardware Store New York City

Member of Associated Business Papers, Inc.

June 17, 1920

Adver



Miss Anna Coyle, who has been for several years Director of Armour & Company's Department of Food Economics at Chicago, has become field representative for the editorial department of *The Farmer's Wife*.

Miss Coyle is an authority on foods, dietetics, and domestic science. She will work in close co-operation with home demonstration agents in the Central states, thus giving *The Farmer's Wife* a trained editorial writer and scientist in constant touch with the developments of rural home demonstration work.

This extension of our service to farm women is of particular interest to manufacturers of food products and kindred lines.

# THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS,  
ST. PAUL, MINNESOTA.

*Eastern Representatives*  
Wallace C. Richardson, Inc.  
381 Fourth Ave.  
New York City



*Western Representatives*  
Standard Farm Papers, Inc.  
1341 Conway Building  
Chicago, Ill.

Members, Audit Bureau of Circulations

# Teach Buying to School Children

Advertising the Effective Weapon to Hold Down Prices—Greater Buying Sagacity Needed in the Home

By Arthur Williams  
Ex-Federal Food Commissioner

IT would be difficult for me adequately to express a favorable view on the suggestion that consumers should be organized into a "Brotherhood," as suggested by E. St. Elmo Lewis in the June 3 PRINTERS' INK. I have always had a feeling that one form of force against another form of force is becoming increasingly obsolete.

My thought is that buying is one of the fine arts or one of the most intricate of the business professions and should be so considered. Of course, it is being increasingly so in the business world. I would carry like effort in the matter of buying acumen into the home. I believe this is one of the ways to meet extortion. The extent to which personal buying in clothing and food is conducted most loosely and unintelligently is surprising. Contrary to the very general effort of a few years ago shopping should never be done by telephone.

It places all of the advantage in the hands of the seller. Again, it removes from the buyer the chance of competitive buying, in the exercise of which there is a large possible saving even in small matters.

Were the matter left to me I would organize classes of intelligent and discriminating buying in the public schools. Children's purchases, especially in food, reach an enormous aggregate. I have personally seen differences in price of as much as 50 per cent in stores a few hundred feet of each other. This is, perhaps, extreme, but 10, 20 and 30 per cent is usual.

I would have women and children, as well as men, form the habit of reading the market re-

ports on food and clothing prices and of studying the advertisements in the papers. You already know my opinion about the value of advertising. I believe it places the advertiser on his honor to deliver a full 100 per cent of value and further it involves the question of his general reputation over a wide field; it sharpens and develops the buying mind of the purchaser who thus gets directly and immediately the benefit of the use of his intelligence—not only a money benefit but a mental benefit as well.

Of course, I may be entirely wrong in this point of view. I know of no greater authority on such matters than your own paper, of which I have been an admirer for many years. But it would seem to me that to organize a league of consumers, which at best it would be most difficult to control, shape and direct, would not be the most effective and the most intelligent way of approaching a question which has reached a magnitude of national importance.

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## Advertising Would Naturally Follow

Representatives of motor trucking firms from all parts of the United States will hold a conference in Chicago, on June 26 and 27, to organize a national association to deal with the problems which have arisen due to the extension of long-distance trucking as a result of the rail congestion.

Among the questions which will be discussed are the construction of highways powerful enough to withstand the heavy loads, study of automotive construction elements, research in operating costs and equalization of loads, problems connected with the necessity for co-operation between commercial haulers in different cities in order to keep trucks supplied with return loads from long distances and many other matters vital to the industry.

# Creating New Advertisers: A Job for the Government

Department of Agriculture Has Had an Important Part in Placing Much Advertised Produce on the Map

By E. T. Meredith

Secretary of Agriculture

**H**OW many of you are interested in advertising California oranges? Among you, you advertised the 13,000,000 boxes of California-grown navel oranges that were distributed among the people of this country last year. Do you know how there came to be any navel oranges grown in California? The Department of Agriculture obtained the navel orange from Brazil. One of the parent trees of the California industry is still growing in the greenhouse on the grounds of the department at Washington. Our specialists introduced it into California, supervised the establishment of the industry, and gave you a business that is now furnishing advertising "copy" to market 13,000,000 boxes of navel oranges.

That is just one thing out of some hundreds that the Department of Agriculture does for the fruits you advertise. Here, briefly, is another. Losses caused by improper packing and loading of fruits used to run as high as 40 or 50 per cent on the carload. Our specialists discovered radical defects in methods of picking oranges, then found a remedy for it and got it applied. They developed proper methods of packing oranges in the case and loading cases into railroad cars. The total result is a remarkable reduction in losses, and generally, a much more attractive quality of fruit when it reaches the consumer.

I could tell you of a great deal of other fruit advertising that the Department of Agriculture has developed for you. It introduced, for instance, the Smyrna fig. At

Portion of address before the General Sessions, Indianapolis Convention, A. A. C. of W.

first the trees would not bear fruit. The specialists found, after long observation, that certain small wasps were the fertilizing agents. The wasps were brought to this country, and still the fig trees were barren. Then the specialists discovered that besides the Smyrna fig the wasps required the Capri fig to breed in. The Capri fig was brought and planted alongside the Smyrna fig. With the wasp and the Capri fig and the Smyrna fig together, it is all settled, and soon America will be producing its own supply of high quality figs. You know the part advertising will have to do in introducing that new, delicious, high-quality product to the American people.

You will have also an American-grown date to introduce to the people of the United States. It is going to be a better date than can be found anywhere else in the world. That industry, too, has been established in California as a result of work by the Department of Agriculture.

#### CURRENTS FROM WINE GRAPES

Department specialists are engaged now upon the work of helping to establish currant grape vineyards in the wine grape regions of California. We have been importing our currants from Greece. When we grow them at home it will be the task of the advertising man to make the home people acquainted with the home-grown product.

Let me tell you of another promising piece of work. During the past few months, chemists in the Department of Agriculture have discovered that the entire content of corn-cobs can be converted into highly useful products. Up to this time, the corn-cob has been an absolute waste—

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# A MARKET THAT BUYS for MILLIONS



Back of this publication is the enormous buying power of a remarkable group of retail furniture merchants—merchants who must buy to satisfy the demands of the millions of consumers who depend upon them to supply necessities and comforts for their homes.

## FURNITURE MERCHANTS TRADE JOURNAL

*Merchants Trade Journal Inc.*  
Des Moines, Iowa  
ALSO PUBLISHERS OF

DRY GOODS MERCHANTS TRADE JOURNAL  
HARDWARE MERCHANTS TRADE JOURNAL

and every field of corn produces as many bushels of cobs as it does of grain. Commercial plants are now being equipped to manufacture half a dozen products from them.

#### FINDS USES FOR CORN-COBS

One of these products is an adhesive of exceptionally high quality—said to be better for a number of important uses than any adhesive previously known. Another is cellulose, suitable for use in the manufacture of dynamite and various other things. Another product that the plants will turn out from cobs is acetate of lime, from which acetic acid is made. And, after all these things had been demonstrated, our chemists discovered a very valuable by-product—furfural. Up to this time, furfural has been so rare that it has sold as high as \$20 a pound. Every ton of corn-cobs will yield about thirty pounds of furfural as a by-product, and our specialists estimate that it can be manufactured in this way for less than twenty cents a pound. Furfural is what the chemists call a basic intermediary in dyes. That means that you may make about as many kinds of dye out of furfural as a good cook can make kinds of things to eat out of flour. They have shown me at least a dozen different shades of cloth dyed with furfural. It is highly useful, too, in the manufacture of many paints and lacquers and in the making of bakelite, the substance used in pipe-stems and other articles. In addition to all that, furfural is such an excellent insecticide that it has been used to a considerable extent for that purpose, even though the price was \$20 a pound.

I wish I could tell you all the things the Department has done toward increasing production, establishing new lines of industry, utilizing products that formerly went to waste and developing better markets for those that could not be consumed where they were grown. Here is an illustration of what may result from developing uses for waste products. A few years ago in Cali-

fornia, cull lemons and oranges—the kind that were not quite attractive enough to be sold as fresh fruit—were going to waste in tremendous quantities. The Department established a citrus by-products laboratory out there. To-day, more than twenty manufacturing concerns are engaged in producing orange by-products. Their output last year consisted of approximately 6,000,000 pounds of marmalade, jellies and candied peel. In addition to that, a large number of lemon by-products plants produced 1,500,000 pounds of citric acid, more than 500,000 pounds of citrate of lime and over 50,000 pounds of lemon oil.

#### Wherein the Slogan-Maker Is Referred to Sermons

GREAT LAKES ADVERTISING AGENCY.  
SHEBOYGAN, WIS., JUNE 8, 1930.

Editor of PRINTERS' INK:

The Messrs. Carlisle N. Greig and John A. Murray, whose letters appear on page 81 of your issue of May 27 under your caption, "Who Wrote the 'Cleanliness' Slogan?" both appear to be in error.

The phrase, "Cleanliness is next to godliness," may indeed have been quoted by the Rev. Henry Ward Beecher, but it was not originated by him, nor by the Pears' Soap advertising representatives.

If you have a copy of the works of Rev. John Wesley (1703-1791) and hunt up his "Sermon on Dress" (Sermon No. xciii), you will find the following:

"Certainly this is a duty, not a sin. Cleanliness is indeed next to godliness."

There were better slogans in Wesley's and Ben Franklin's time than there are to-day.

J. H. C. MCQUILKIN,  
*Manager.*

#### William Mendelsohn With "The Tatler"

William Mendelsohn, formerly with the New York *American*, has been made business manager of *The Tatler*, New York.

The Fisher and Hightower Co., Chicago, has been appointed Western advertising representative of *The Tatler*.

#### Hopper Agency Handles Automobile Advertising

The New York newspaper advertising for the Grant Six and Kenworthy automobiles, both of which are distributed by the L. W. Mulford Company, has been placed in the hands of the Hopper Advertising Agency, Inc., New York City.



## IN JULY, for instance—

The postman will call  
five times on every YC  
family and he will  
leave a new issue of

# The Youth's Companion

each time. And the big  
YC families average  
more than 5 members.

These WEEKLY VISITS that sustain  
unbroken interest in YC Stories,  
Editorials, etc., give the advertiser  
the same opportunity to create  
prestige — 52 TIMES A YEAR.

**THE YOUTH'S COMPANION, For All the Family**  
**BOSTON, MASSACHUSETTS**

New York Office: 1701 Flatiron Building      Chicago Office: 122 So. Michigan Boulevard



## "Farmers in Politics"

—a constructive message in the June FARM AND HOME from one whom the Boston Herald says is "an authority upon agriculture and economics."

In this article, Herbert Myrick, Editor in Chief of FARM AND HOME, says: "To regard the presidency as the sole object of the national election .... costs this nation dearly each fourth year .... your chief concern .... is to .... elect the most efficient senator and representative to act for you in nation and state."

This analysis of present conditions is especially keen. It suggests a remedy which appeals to both city and country as wise and effective.



## America's Needs

are frankly discussed and shrewdly put in this article. It is one of the series on America's vital issues which makes FARM AND HOME so famous for constructive interest among its 650,000 circulation. Every farmer who reads the article will be awakened to a clearer conception of his duty as a citizen—and how he can help his country by doing his duty.

### Get Posted

We will be glad to tell you of many vital points that make this live national farm paper so profitable an advertising medium. Write us.

# FARM<sup>AND</sup> HOME

*The National Monthly Magazine of Rural Life*



PHELPS PUBLISHING COMPANY

Member A. B. C.

Springfield, Mass.

Chicago

New York

## National Advertisers

To effectively cover the Northern Indiana and Southern Michigan field the South Bend News-Times should be used.

Mark you well what we said—*to effectively cover* the territory the News-Times should be used because the News-Times dominates in South Bend and the South Bend territory. No other Indiana or larger city newspaper entirely covers the field. Therefore, no national newspaper campaign can be complete without the News-Times.

South Bend is an industrial city, in the heart of a rich agricultural and fruit country. The News-Times with its 17,000 circulation goes home—reaches the people.

*Let us send you News-Times, Jr.*

### SOUTH BEND NEWS-TIMES

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

# "The Damage Weeds Do"—A Wire Fence Advertisement

Frost Steel and Wire Company Emphasizes a Unique Sales Argument

By John T. Bartlett

HERE is one more product to which the creative sales appeal has been applied in advertising, with all-round results which paid. It is a very prosaic, but very necessary article of commerce in the United States and Canada—woven wire fence.

Woven wire fence is an article which has attained the standing of a commodity only in comparatively recent times. First came poultry netting—"hen-wire," as it was often called—a light, small-mesh wire which was in extensive use when the first woven wire fence for orthodox stock fencing purposes appeared in the neighborhood—a genuine novelty.

This heavier, more businesslike fence did not remain a novelty long. A farm need existed for it, and many different concerns began its manufacture.

Woven wire fencing advertisements soon became regular and considerable occupants of space in farm papers. The character of this advertising was competitive in the main, stressing the special mechanical features of the particular fence and the quality of the materials used. Especially were the various locks used at intersections much described and pictured. The average farmer asked to relate retained impressions of many fence advertisements would be pretty sure to include pictured mechanical features.

Some of this advertising did not stop with merely energetic description of special qualities possessed. It made comparisons, and developed an atmosphere almost of open hostility toward other wire fences. All of which was competitive advertising neither at its best nor at its worst. The sales organization of a particular wire fence company was pretty apt to have the feeling that a competitor was always just

around the corner, ready set to explain why his line was best. Under such conditions, broad basic appeals typically get lost; and sometimes, in some industries, they appear almost never to be found again.

Take a bird's-eye view of it, in the case of woven wire fence. Consider the infancy of the product, the tremendous potential market—every farm must maintain fences—and the favorable new conditions of much enhanced costs for wood and labor, both of which operated against the attractiveness of older types of fences. But the idea of woven wire fence was comparatively new, and habit asserted itself in the case of farmers accustomed to older methods. The situation varied a great deal by regions, but especially in Eastern Canada and in parts of the Eastern States old-time fences like the stump and snake still hung on.

For the good of the woven wire fence industry in general, and the individual manufacturers in particular, wouldn't creative advertising be more progressive than strictly competitive appeals? To put it another way, wouldn't it be better business in advertising to educate farmers to the superior advantages of woven wire fence over older fences than to assume they were already sold on the advantages of the new fence, and then proceed to explain why one particular make is better than another?

#### COMPANY GIVES ADVERTISING NEW SLANT

It's the old, old question in new garb. In this case the Frost Steel and Wire Co., Limited, of Hamilton, Ontario, offers an interesting answer. The Frost company has used both varieties of advertising, the strictly competitive, emphasizing Frost



# An Editorial Ideal of Reader Service

Reader-confidence is essential to the success of your advertising in any medium. But in no medium is this element as necessary as in a farm paper. In Oklahoma, the Oklahoma Farmer-Stockman stands FIRST in the CONFIDENCE of more than 58 per cent of all farmers in this prosperous Southwest State.

Based on the broad fundamental of "Service to the Farm Folk," its Editor, Carl Williams, and a staff of practical farm experts act as friends and advisers to a great percentage of Oklahoma's farm people.

Advertisers who cultivate the rich Oklahoma market year after year, appreciate this "reader service" and place their advertising where the returns are naturally greatest—in the

Oklahoma Farmer-Stockman

Member A. B. C.

Net Paid 136,271

## **THE OKLAHOMA FARMER-STOCKMAN**

CARL WILLIAMS, Editor

Edgar T. Bell, Adv. Mgr.

Oklahoma City

National Representatives:

**E. KATZ SPECIAL ADVERTISING AGENCY**  
New York      Chicago      Kansas City      San Francisco      Atlanta

June 17, 1920

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very noticeable. Frost Wire Fences certainly do much to eliminate weeds.

"Strongly built, of the very best carefully galvanized wire (it is made completely in our own mills) and with the laterals and stays locked securely together by the famous Frost Tight Lock (illustrated at the side of this advertisement) this fence will stand the test of the severest extremes of Canadian weather and all manner of rough treatment from frisky stock."

Another advertisement quoted a provincial bulletin in which the desirability of removing snake fences was indicated. A third one, "Farmers Being Robbed by Stump and Snake Fences," picturing a row of overturned stumps at the top, sketched the same situation but with fresh details. With a Frost Fence, the plow could go within nine inches of the line, and the hoe and scythe could be used right under the lowest wire. This advertisement suggested, too, that the Frost Fence would improve the appearance of the farm, and make it more valuable.

Some of the advertisements in the series did not make the creative appeal the foremost feature, but even in copy in which Frost Fence was "put right up front," the company has introduced the creative element. One of these begins, "Consider the time required to build a fence, consider the peace of mind you have in knowing that your stock is not tearing your fence to pieces; consider the pride you have in knowing that 'you have done the job right.' Is it not worth while putting up a Frost Wire Fence?"

And another opens, "Sturdy and strong, year in and year out, Frost Fence will stand as a barrier for you against waste in crops, danger to stock, and uneasiness in your own mind."

Though the company uses creative sales material throughout its advertising, it manages very well to advertise Frost Fence, too.

The company has had experi-

ence enough with the new advertising policy to judge it, and C. C. Morin, sales manager, speaks in *PRINTERS' INK* in entire satisfaction with results. He says the dealers, especially, have been very much pleased with the new kind of advertisements. The company itself has no direct contact with consumers, but the deduction from the increased volume of business, and the attitude of the dealers, is that the creative copy "goes home" to the consumer. Mr. Morin is convinced the present advertising policy passes the final test of results.

### An Example of the Good Work of the Slogan List

MUNYON'S HOMOEOPATHIC HOME  
REMEDY COMPANY  
PHILADELPHIA, JUNE 10, 1920.

*Editor of PRINTERS' INK:*  
In reading your edition of June 1 we find that the Mystic Cream Company is evidently unconsciously bringing upon one of our old slogans. For the past twenty years we have used the slogan "Makes the Skin Soft as Velvet" in connection with Munyon's Witch Hazel Soap, and we feel confident that the Mystic people have only recently used this slogan, as this is the first instance where we have seen anything approaching it.

CLARENCE P. WYNNE,  
*Vice-President and Treasurer.*

### New Photographic Studios

The Lens-Art Studios, associated with Bachrach Studios, Inc., with headquarters at Brooklyn, N. Y., has been recently organized for the purpose of producing advertising photographs.

The officers of the new organization are: Louis Fabian Bachrach, president; Walter Keyser Bachrach, treasurer, and John Sage Shirley, advertising manager of the Bachrach Studios, general manager.

The advertising account of the new organization has been placed with MacLay & Mullally, Inc., New York.

### New Industrial Publication in Cleveland

*The Industrial Digest*, a new monthly publication, is being issued as "the forum where capital and labor meet," by The Digest Publishing Company, Cleveland. The officers of The Digest Publishing Company are: Frank Hubbell, president; H. B. Lamb, vice-president; Frank Gregg, secretary, and O. S. Hubbell, treasurer. Frank Gregg is editor, and H. B. Lamb is advertising director of the new publication.

## "As 'Ithers See Us"

**"Always good-tempered, but always firm and straight to the point. "The Record" is one of the very best newspapers printed anywhere. There is nothing in Philadelphia to compare with it."**

*Says The Charleston News  
and Courier in a recent issue  
about*

### THE PHILADELPHIA RECORD

*Always Reliable*

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO  
People's Gas Bldg.

NEW YORK  
Fifth Ave. Bldg.

# The Growth of the



In 35 years population just doubled itself, while yearly value of manufactures was multiplying by four and one-half—as shown in the upper curve.



FROM 1879 to 1914, the population of our country gained 100 per cent. During only part of this period, the volume of business gained over 350 per cent.

While population was merely doubling itself, the *yearly value of manufactures* was multiplying by four and one-half. After 1889 *bank clearings* more than trebled, while *railway ton-mileage* nearly multiplied by four.

Such facts show how the buying power of business expands much faster than population.

The Business Market—measured by the purchasing that Business Men have to do—is, perhaps, the *fastest-growing* of all markets.

\* \* \*

BUT, during the years when the volume of business made the rapid increase of 300 per cent, the *number of business concerns* increased only 67 per cent. The growth of the Business Market, therefore, is something more than an increasing number of businesses. Greatest

**SYSTEM**  
THE MAGAZINE OF BUSINESS

# Business Market

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growth comes from the *expansion* that continues in some concerns long after their establishment.

And the men who make their businesses expand so rapidly are by far the most significant buyers in the whole Business Market.

*They* are the class who make your advertising to Business Men a long-time investment.

*They* form the real Business Market that SYSTEM, the Magazine of Business, is covering so rapidly.

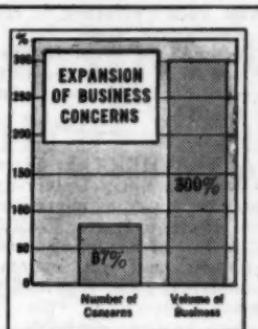
\* \* \*

**C**HANGING value of the dollar—labor scarcity—shorter hours—transportation tangles—these are some of the reasons why Business Men everywhere demand more *business reading*. SYSTEM supplies it.

And effective telling about "the Magazine of Business" is bringing demand and supply together. That explains SYSTEM's rapid growth to a Quarter Million circulation.

You can check this up quite easily. The test will please you. Read a copy of SYSTEM yourself.

**RAPIDLY COVER-  
ING THE WHOLE  
BUSINESS MARKET**



Greatest growth comes by expansion of some concerns rather than increase of number. Expanding concerns number rather less than 900,000.



## A City Finds Out About Its University

New York University, in Quest of Endowment Fund, Tells Entertainingly of What It Has Done and Will Do for the City—Advertising Men on Advisory Board

**A** TEACHER of advertising, New York University, has become a user of advertising. In an effort to raise \$6,450,000 to care for an increasing number of students and yet maintain its standards, the University has made advertising the vehicle which explains its needs.

The experience that the University is meeting in its use of advertising, and the manner in which it is employing advertising, should, along with the campaign of Cornell University (PRINTERS' INK of February 19), be of value to other colleges and universities which sooner or later will use advertising in seeking endowment-fund campaigns.

The New York University campaign was suggested by a few alumni who have defrayed the advertising expense. Naturally other methods, such as the organization of the alumni by classes, by professions, etc., hitherto used by other universities in money-raising campaigns, are being employed. Such methods have great value in obtaining funds from alumni alone. But when an important educational institution, like New York University, feels that it should have financial support from the community of which it is a part, then advertising comes to play its part.

There is evidence that New York University had given the question of advertising much consideration before it was actually committed to the use of it. An indication of this is to be had in the fact that all of the copy was written by students in the School of Commerce of New York University, specializing in adver-

tising under the direction of an advisory board. This board was composed of Professor G. E. Hatchkiss, chairman, John L. Anderson, Bruce Barton, Oscar H. Blackman, James D. Mooney, Bruno W. Randolph, H. Frank Smith and Harry Tipper.

The advertising which has taken form under this arrangement has been an explanation of New York University and its position in the life of New York City. "It's in New York. It's for New York." The watchword of the campaign explains the copy.

As the campaign draws near an end the copy is combining all that has been said which would enable New Yorkers to visualize the university as a distinct institution, and to know its relationship to the life of the city, into direct arguments for contributions. The following quotation is an example of the copy:

"At the next meeting of the board of directors determine what it is worth to your concern to have in New York a university that trains men for accounting, industrial management, export, finance, public affairs and merchandising. For engineering construction, for electrical and chemical research. For law, for teaching. For medicine and veterinary practice, to protect the public health against disease, and the tax-rate against increase because of increased public charges. Determine what it is worth to you to have the telegraph, which was invented by a New York University professor and given out to the world. Determine what New York University is worth to you from a business standpoint, then pass your resolution for an appropriate contribution to the endowment. New York University must have \$6,450,000 to keep up its work for you."

Copy such as this—followed up, of course, by personal solicitation and letters—has brought forth contributions from big business men in New York, men who are not alumni of New York University and men who have never had a college training.

*Second Largest Daily Morning Circulation in Ohio*

# Reaching the Buying Power of Central Ohio

IT is a noteworthy fact that *all* high grade national and local financial advertisers select the Ohio State Journal for their *full campaign* in Columbus.

—complete proof that the Ohio State Journal reaches the buying power.

[ Write for information concerning  
Ninth Annual Food Show of Ohio  
State Journal Nov. 1st to 7th. ]

## The Ohio State Journal.

*Established 1811*

STORY, BROOKS & FINLEY, Foreign Rep.

NEW YORK

PHILADELPHIA

CHICAGO

*Read by the Buying Power for 109 Years*

June 17, 1920



## PUT YOUR CUSTOMERS IN A COMFORTABLE FRAME OF MIND

PEOPLE do just as little as they can in the Summer time and if you are going to influence them to buy your product, service or merchandise, you must arouse them to action and overcome their natural feeling that it is too hot to buy.

Use papers that suggest the great out-of-doors—cool greens which carry the atmosphere of the woods and dainty shades imitating the flowers of the fields. Avoid red for heat and yellows suggesting the rays of the sun, and make your paper stocks light, for summer profits depend upon the subtle suggestion of comfortable coolness.

### SEAMAN PAPER COMPANY

208 S. LaSalle St.,      200 Fifth Ave.  
CHICAGO                    NEW YORK

June 17, 1920



ONE of our biggest patrons says that the hardest work he has is preventing his organization from sending all his work to us. For business reasons, which we understand and approve, he has to distribute it. But his men get such service here they can't resist slipping their stuff over to us.

**Partridge & Anderson Company**

*Electrotypes • Mats • Stereotypes*

714 Federal St., Chicago

# What Has Been Done in Association Advertising

"Printers' Ink" Has Described Over Two Hundred Co-operative Campaigns

ASSOCIATION OF LOCK WASHER  
MANUFACTURERS  
NEW YORK CITY, June 4, 1920.

*Editor of Printers' Ink:*

I have been very much interested in the series of articles which have recently appeared in your publication by C. H. Rohrbach and John Allen Murphy, treating on the activities and methods of modern trade associations. Desiring further information along these lines, I would request that you kindly send me, either by mail or through the medium of your valued publication, a list of other articles published by you relating to above subject.

WALTER M. BAXTER,  
*Secretary.*

THE series of articles on association activities by C. H. Rohrbach and John Allen Murphy has resulted in so many inquiries for data on the subject, similar to that above, that PRINTERS' INK has decided to follow Mr. Baxter's suggestion. Below is printed a partial list of references to articles that have appeared in the last five years. This list goes back to the issue of November 11, 1915, in which a similar compilation was published listing articles appearing from 1910 to that date.

Although the list is not complete, all brief items and mere references being omitted, there are recorded over 200 association campaigns. It is interesting to observe, when running through the list, the increase during the last two years in the number of co-operative campaigns. Nor does the movement show any signs of abating. In fact, if anything, it is gaining in momentum. It is believed that the following list of articles will be useful to those who are contemplating or are interested in such a campaign.—[Ed. PRINTERS' INK.]

#### LIST OF ARTICLES ON ASSOCIATION ADVERTISING

Advertising That Keeps Rival Industries from Encroaching on One Another. (Stoneware Manufacturers' Association.) May 20, 1920.

Why Do Some Trade Associations Fail? (One of series.) May 6, 1920.  
Eliminating the Middleman in Hay. (Alfalfa Growers of California, Los Angeles, Cal.) May 6, 1920.

Fur Industry Recruits Apprentices by Advertising. (Philadelphia Furriers.) April 29, 1920.

Association Teaches Retailers How to Sell. (Knit Goods Manufacturers' Association.) April 8, 1920.

Manufacturers' Association Advertises New Uses. (Electric Hoist Manufacturers' Association, New York, N. Y.) April 8, 1920.

Black-List Profiteers by Advertising in England. (Motor Trades Association, London, England.) April 8, 1920.

Making Birds Sell Cypress. (Southern Cypress Manufacturers' Association, New Orleans, La.) April 8, 1920.

Raising the Funds for the Association Campaign. (One of series.) April 1, 1920.

Boston Optical Interests Conduct Co-operative Campaign. April 1, 1920.

How Tea Association Plans to Raise Funds. (Tea Association of the United States, New York, N. Y.) March 23, 1920.

Raising the Funds for the Association Campaign. (One of series.) March 25, 1920.

National Advertising Campaign for Trust Companies. (Trust Company Section of the American Bankers' Association, New York, N. Y.) March 18, 1920.

Philadelphia Laundry Men Advertise for the Rest of the Wash. (Philadelphia Laundry Owners' Exchange, Philadelphia, Pa.) March 11, 1920.

Advertising to Remove the Stigma of Profiteer. (National Association of Clothiers, Chicago, Ill.) March 11, 1920.

Advertising Needs Some Strong Arm Help Here. (Campaign of the National Association of Clothiers.) (Editorial.) March 11, 1920.

What Advertising Can Do for the Machinery Handling Association. (Material Handling Machinery Manufacturers' Association, New York, N. Y.) March 4, 1920.

Association Advertises to Get More Spring Wheat Planted. (Spring Wheat Crop Improvement Association.) February 26, 1920.

Cutlery Manufacturers to Launch National Advertising Campaign. February 26, 1920.

Organizing the Association to Hold the Big Executive's Attention. (One of series.) February 26, 1920.

National Advertising for Bicycles. (Cycle Trades of America, Inc., New York, N. Y.) February 19, 1920.

More Milk for Children—Purpose of

This Campaign. (California Dairy Council.) February 12, 1920.

The Reasons for the Rapid Growth of Manufacturers' Associations. (First of series.) February 5, 1920.

Tea Association Prepares to Conduct Extensive Co-operative Campaign. (Tea Association of the United States, New York, N. Y.) January 22, 1920.

Co-operative Campaign to Educate Public to Advantages of Milk. (Boston Milk Producers and Distributors Association, Boston, Mass.) January 22, 1920.

Competitors Jointly Advertise Pride in Their Product. (Five manufacturers of leather substitutes.) January 22, 1920.

Organizing Against the Silk Thief. (Silk Association of America, New York, N. Y.) January 15, 1920.

Mid-Winter Selling and Advertising Campaign for Books. (American Book Sellers Association, New York, N. Y.) January 1, 1920.

Advertising to Flag the Shoplifter. (Stores' Mutual Protective Association, Inc., New York, N. Y.) December 25, 1919.

Using Santa Claus as a Demonstrator. (Fuyallup and Summer Fruit Growers' Association, Fuyallup, Wash.) December 18, 1919.

Railroads Use Paid Space to Present Problems. (Association of Railway Executives, New York, N. Y.) December 18, 1919.

Scotch Tweeds to Be Co-operatively Advertised. (Scottish Woolen Trade-Mark Association, Edinburgh, Scotland.) December 18, 1919.

Another Old-Time Bulk Product Now Being Trade-Marked and Advertised. (California Walnut Growers' Association, Los Angeles, Cal.) December 18, 1919.

Sweet Potatoes Given New Name by Advertising. (North American Fruit Exchange, New York, N. Y.) December 11, 1919.

Canners Launch National Campaign for Maximum Public Good Will. (National Canners' Association, Washington, D. C.) December 11, 1919.

When Advertising Slew the Dragon of Hostile Propaganda. (National Association of Greeting Card Manufacturers, New York, N. Y.) December 11, 1919.

Personal Missionary Work by Contributors Backs Up Advertising Campaign. (Toy Manufacturers of the United States, New York, N. Y.) December 4, 1919.

The Taxpayer Reached Through Advertising. (National Paving Brick Manufacturers' Association, Cleveland, Ohio.) November 20, 1919.

Advertising As Means of Bringing Together Extremists on Social Question. (Local billiard associations formed.) November 13, 1919.

Community Advertising by the Banks of Cleveland. November 6, 1919.

Advertising Possibilities in Apples. (Campaign for Jonathan apples.) November 6, 1919.

National Blouse Week to Aim to Substitute Style for Price. (United

Waist League of America, New York, N. Y.) October 23, 1919.

Advertising to Tell What an Optometrist Is. (American Optometric Association.) October 23, 1919.

Toys Makers Raise Barriers Against German Invasion. (Toy Manufacturers of the United States, New York, N. Y.) October 16, 1919.

Bicycles to Be Advertised Co-operatively. (Cycle Trades of America, New York, N. Y.) October 9, 1919.

Collective Help Want Advertising Fills Vacant Jobs. (Needle Trades Association of Maryland, Baltimore, Md.) October 9, 1919.

National Cranberry Advertising to Broaden Use of Product. (American Cranberry Exchange, New York, N. Y.) October 2, 1919.

Another Food-Product Carries Its Advertising to the Dinner-Table. (Tillamook County Creamery Association, Tillamook, Ore.) September 18, 1919.

Georgia Peach Growers Learn the Power of Concentrated Advertising. (Georgia Fruit Growers' Exchange, Atlanta, Ga.) August 28, 1919.

Elevating a Trade Through Advertising. (Barre Quarriers' and Manufacturers' Association, Barre, Vt.) August 28, 1919.

Brick Manufacturers' Association Starts Ambitious Campaign. (Common Brick Manufacturers' Association of America, Chicago, Ill.) August 21, 1919.

Co-operative Newspaper Advertising to Preserve Integrity of a Trade-Name. (Six linoleum manufacturers.) August 21, 1919.

Trade-Marked Eggs Advertised Operatively. (Oregon Poultry Producers' Association, Portland, Ore.) August 21, 1919.

National Fruit Advertising Increases. (California Fruit Growers' Exchange, Los Angeles, Cal.) August 14, 1919.

Public Utilities Prepare to Sell the Unsold Market. (American Gas Association, New York, N. Y.) August 7, 1919.

Advertising of Coal Operators Teaches Forehandness. (National Coal Association, Washington, D. C.) July 31, 1919.

How Advertising Is Filling the Prohibition Sales Gap. (National Dairy Council, Chicago, Ill.) July 24, 1919.

Building Manufacturers Trying to Regain Ground Lost Through Failure to Advertise. (American Face Brick Association, Chicago, Ill., and Oak Flooring Manufacturers Association, Chicago, Ill.) July 10, 1919.

Another Co-operative Campaign to Broaden Uses of Product. (Vitrified Pipe Manufacturers' Association, Akron, Ohio.) July 3, 1919.

Plans to Promote Musical Industry. (Musical Industries Chamber of Commerce, New York, N. Y.) June 12, 1919.

Prune Growers to Advertise—Result of Price Fluctuation. (Oregon association formed.) June 5, 1919.

An Old Industry to Be Advertised by Its Labor Union. (International Wood-carvers' Association.) May 29, 1919.

# Service that serves



This letter shows what Lesan Service means. The co-operation here spoken of as effective in gaining distribution for U S L Batteries is typical of our day-in and day-out service to clients.

May 1, 1920

H. E. Lesan Advertising Agency,  
440 Fourth Avenue,  
New York, N. Y.

My dear Mr. Gordon:

Your suggestion contained in your letter of April 1st is very much appreciated. (Outlining plan to obtain dealers in new cities.)

You will find attached a complete list of the towns in which we would like to obtain representation, but have none at present. \* \* \*

*We have obtained a number of very good leads in the past through your assistance, and I think that by tackling the whole field on this basis we will probably succeed in accomplishing excellent results.*

With kindest regards, and assuring you of our appreciation of this co-operation, I remain

Yours very truly,  
(Signed) H. A. Harvey,  
Manager, Service Station Sales

→ U. S. Light & Heat Corporation

H. E. LESAN ADVERTISING AGENCY, INC.  
440 Fourth Avenue - - - - - New York City  
Republic Building - - - - - Chicago

Athletic Goods Manufacturers to Popularize Outdoor Sports. (Athletic Goods Manufacturers of the United States, Chicago, Ill.) May 29, 1919.

Getting Labor to See the Difficulties of Selling Its Output. (Associated Metal Lath Manufacturers, Cleveland, Ohio) May 15, 1919.

Southern Pine Association Starts New Building Drive. (Southern Pine Association, New Orleans, La.) April 17, 1919.

"Coffee the Drink of Intellectuals," Says Million Dollar Campaign Copy. (Joint Coffee Trade Publicity Committee, New York, N. Y.) April 17, 1919.

Advertising to Hold Customers When Price Is Increased. (New England Milk Producers' Association, Boston, Mass.) April 10, 1919.

Magneto Manufacturers in Joint Campaign. April 3, 1919.

Wooden Barrel Manufacturers Will Advertise. (Associated Cooperage Industries of America, St. Louis, Mo.) March 27, 1919.

Chiropractics Use Advertising in Self Defense. (Indiana Chiropractors Association,) March 20, 1919.

Paint, Varnish and Allied Industries Start "Save the Surface" Campaign. (Paint Manufacturers' Association, Philadelphia, Pa.) March 13, 1919.

Metal Lath Manufacturers Aim to Popularize Their Product. (Associated Metal Lath Manufacturers, Cleveland, Ohio.) March 13, 1919.

Canadian Candy Makers Co-operate in Educational Campaign. (Confectionery and Chocolate Industries of Canada,) March 6, 1919.

Irish Linen Society Begins Co-operative Advertising Campaign. (Irish Linen Society,) February 20, 1919.

Custom Tailors' Association Plan \$250,000 Campaign. (Merchant Tailors' and Designers' Association, New York, N. Y.) February 13, 1919.

Advertising to Make Nuts an All-the-Year Seller. (California Walnut Growers' Association, Los Angeles, Cal.) February 6, 1919.

Growers of Apples Establish "Big Y" Brand. (Yakima Valley Fruit Growers' Association, Yakima, Wash.) January 30, 1919.

Advertising Finds Market for Former Despised Product. (American Hardwood Manufacturers' Association, Louisville, Ky.) January 23, 1919.

Raising Funds for Co-operative Advertising. January 23, 1919.

How Advertising Helped to Redeem the Citrus Industry of Florida. (Florida Citrus Exchange, Tampa, Fla.) January 2, 1919.

Pine Men Cash in on Their Campaign. (Southern Pine Association, New Orleans, La.) October 17, 1918.

Sash and Storm Door Advertising in the Zero Belt. (Wholesale Sash and Door Association, Chicago, Ill.) October 10, 1918.

Cleveland Heating Engineers Combine in Co-operative Advertising Campaign. September 26, 1918.

Shingle Makers Stop Fighting and Advertise Together. (West Coast Lum-

berman's Association, Seattle, Wash.) September 19, 1918.

National Advertising Campaign to Popularize Music. (National Bureau for the Advancement of Music, New York, N. Y.) September 19, 1918.

Minnesota Advertises Itself as a Playground. (Ten Thousand Lakes Minnesota Association, St. Paul, Minn.) September 12, 1918.

Telling the Trade Reasons for Higher Costs. (Associated Cooperage Industries of America, St. Louis, Mo.) August 15, 1918.

Dairymen Advertise Bulk Cheese Successfully. (Tillamook County Creamery Association, Tillamook, Ore.) August 8, 1918.

Ball-Bearing Manufacturers Advertise to Common End. July 25, 1918.

The Farm a Great Reservoir of Branded Advertising. No. 2. July 23, 1918.

The Farm a Great Reservoir of Branded Advertising. No. 1. July 18, 1918.

Greeting Card Manufacturers Meet War's Pinch with Advertising. (National Association of Greeting Card Manufacturers, New York, N. Y.) July 18, 1918.

Tile Manufacturers Advertise Swimming Pools. (Associated Tile Manufacturers, Beaver Falls, Pa.) June 13, 1918.

Draft Forces Laundries to Seek Larger Market. (Indianapolis Laundry Owners' Club, Indianapolis, Ind.) May 2, 1918.

Bicycle Drive Aims to Create New Users. (United Cycle Trade Directorate, New York, N. Y.) April 11, 1918.

Big Campaign Opened to Reinstate the Metal Bed. (Metal Bed League, Inc., New York, N. Y.) February 21, 1918.

Selling Your Goods by Selling Your Town. (Philadelphia Wearing Apparel Salesmen's Association, Philadelphia, Pa.) February 14, 1918.

Fish Advertised Into All-the-Week Use. (Northern California Fish Exchange, San Francisco, Cal.) December 20, 1917.

Dayton Dominates in Big Advertisement. (Seven manufacturers unite.) December 20, 1917.

Southern Shrimp Packers Open Cooperative Campaign. October 4, 1917.

Promotes Sale of Arkansas Pine for Interior Trim. (Arkansas Soft Pine Bureau, Little Rock, Ark.) October 4, 1917.

At Last the Wall Paper Industry Decides to Advertise. (Allied Wallpaper Industry, New York, N. Y.) September 27, 1917.

Gas Companies Advertise Preserving. (National Commercial Gas Association,) July 12, 1917.

Co-operative Movement Among Jewelers Crystallizes into United Jewelers, Inc. (United Jewelers, Inc., New York, N. Y.) June 21, 1917.

Local Florists Start National Co-operative Campaign. (Chicago Florists' Club, Chicago, Ill.) May 24, 1917.

Paving Men Advertise to Placate

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# Automobile

Truck—Tire—Accessory

## Advertising

PUBLISHED BY OMAHA NEWSPAPERS

Figures Advisable for Advertisers to Analyze  
Compiled by Haynes Advertising Co.

### 1919

	Agate Lines	Agate Display	Classified	Total.
World-Herald ....	1,002,582	245,756	1,248,338	
Daily News .....	704,676	106,722	811,344	
Bee .....	687,288	112,448	799,736	

### First Four Months 1920

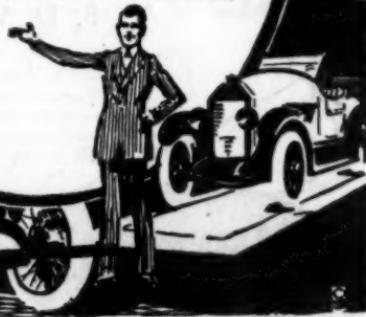
World-Herald ....	332,122	\$8,970	421,092
Daily News .....	250,334	36,060	286,384
Bee .....	257,894	36,582	294,476

Advertisers in almost every classification demon-  
strate their preference for

# The Omaha World-Herald

DAILY AND SUNDAY

by placing a greater volume of lineage, of which the above figures are but one example. The World-Herald having the largest city and total circulation, and rejecting all medical and questionable financial advertising, enjoys the confidence of its readers, with the result that patrons of the advertising columns receive gratifying results.



better  
paper



better  
printing

S. D. WARREN COMPANY

BOSTON, MASS.



Printing Papers

# YOUR Customer *wants to like your work*

SOME salesmen seem to act on the theory that their customers are men who like to find fault with the goods they buy.

That is known as "Salesmen's Defeatism."

The fact is that most men, when they place an order, do so with the fondest hope that they will like the goods when they are delivered.

Every buyer of catalog printing wants his catalog to turn out well.

Instead of sitting in his office waiting for a chance to tell a printing salesman that his register is off, or to tell the paper salesman that his pictures have not been properly reproduced, he is almost praying for a chance to say, "That's fine!"

A piece of really good printing is a delicate thing to produce. The printing must be good and the paper must be right for the purpose. When this combination of skill and material has produced a worthy job of printing, doubt as to its reception by the customer is execrable.

S. D. Warren Company has worked for years to make the service of paper manufacture more useful to the printer and his customer.

The standardization of the various grades of Warren Papers was an inevitable step toward improving the service of paper. The welcome that this standardization of printing surface received from master printers was natural, because Better Paper means Better Printing.

Any large catalog printer to-day will be glad to show you not only specimens of his own work on the Warren Standard Papers, but he will also have books and booklets that we have ourselves prepared, giving detailed suggestions for securing Better Printing by the use of Better Paper.

S. D. WARREN COMPANY  
BOSTON, MASS.

**Warren's**  
STANDARD

Printing Papers  
©

# A Paper for Every Purpose



**Concentrate Your Purchases**

**C**OMPLETE stocks of varied standardized lines from many representative manufacturers are carried under one roof for your convenience.

Book Papers	Linen Papers	Post Card
Bible Papers	Map Papers	Blotting Papers
News	Onion Skin	Parchment Papers
Poster Papers	Manifold	Transparent Wrap-
Music Papers	French Folio	pings
Steel Plate	Safety Papers	Twines
Cover Papers	Envelopes	Drawing and Pattern
Bond Papers	Bristol Boards	Papers
Writing Papers	Index Bristols	Manila and Fibre
Ledger Papers	Blanks	Wrappings

Metropolitan Distributors of

## Warren Standard Printing Papers

We will be helpful in supplying you with sample sheets or dummies.

## HENRY LINDENMEYR & SONS

Established 1859

32-34-36 Bleecker Street  
New York

### OFFICERS

GUSTAVE LINDENMEYR, President  
WALTER H. STUART,  
JOSEPH H. McCORMICK, } Vice-Presidents  
KENNETH C. KIRTLAND, Secretary  
FRITZ LINDENMEYR, Treasurer and  
General Manager

### BRANCH WAREHOUSES

16-18 Beekman Street,  
New York, N. Y.  
54-56 Clinton Street,  
Newark, N. J.  
58-60 Allyn Street,  
Hartford, Conn.

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**Critical Taxpayers.** (Twenty Chicago paving contractors.) April 26, 1917.

**Stock Exchange Members' Co-operative Campaign Short-Lived.** (New York Stock Exchange, New York, N. Y.) April 26, 1917.

**How Lumber Associations Are Helping the Dealer.** April 19, 1917.

**Paving Brick Will Now Be Advertised to Farmers.** (National Paving Brick Manufacturers' Association, Cleveland, Ohio.) March 15, 1917.

**Raising an Advertising Appropriation by Earning It First.** (American Washing Machine Manufacturers' Association.) March 15, 1917.

**New York State Dairy Farmers in Milk Advertising Campaign.** (Dairy-men's League, New York, N. Y.) March 8, 1917.

**A Big Industry Where 80 Per Cent of the Producers Are Contributing to an Advertising Fund.** (British Commercial Gas Association.) March 8, 1917.

**Will Advertise Milwaukee's Industries.** (Rotary Club of Milwaukee, Wis.) December 7, 1916.

**Sectional Campaign as a Test for Co-operative Advertising.** (American Cranberry Exchange, New York, N. Y.) October 26, 1916.

**First National Campaign on Apples.** (Northwestern Fruit Exchange, Seattle, Wash.) October 5, 1916.

**Five-Year Co-operative Campaign On to Save Hemlock Market.** (Hemlock Manufacturers of Wisconsin and Northern Michigan, Oshkosh, Wis.) September 21, 1916.

**Advertising Puts Asphalt Shingle Industry on Profitable Basis.** (Asphalt Shingle Publicity Bureau, Chicago, Ill.) August 31, 1916.

**Association's \$60,000 Campaign to Promote Use of Sewing Silk.** (Silk Association of America, New York, N. Y.) August 17, 1916.

**Dairy Interests Open \$750,000 Campaign.** (National Dairy Council, Chicago, Ill.) August 3, 1916.

**Toilet Manufacturers Co-operate to Boost Summer Sale of Their Products.** (Manufacturing Perfumers' Association of the United States.) July 13, 1916.

**The Financing and Successful Organization of a Co-operative Marketing Campaign.** April 27, 1916.

**Hot-Air Furnace Makers Trying to "Come Back."** (National Warm Air Heating and Ventilating Association, Columbus, Ohio.) March 30, 1916.

**Advertising Pie to Move Large Berry Supply.** (Willamette Valley Prune Association.) March 23, 1916.

**Advertise to Boost Sauerkraut Consumption.** (National Kraut Packers' Association, Chicago, Ill.) February 17, 1916.

**Iron Manufacturers in Long Co-operative Campaign.** (Association of Manufacturers of Chilled Car Wheels, Chicago, Ill.) January 27, 1916.

**Cement Manufacturers Join in a National Campaign.** (Portland Cement Association, Chicago, Ill.) January 6, 1916.

**Big Interests Join Hands to Educate Consumers by Advertising.** (National

Fertilizer Association, Chicago, Ill.) December 2, 1915.

**Record of Achievement in Co-operative Advertising.** (This article contains a list of all association articles from 1910 to this date.) November 11, 1915.

### Printer's Pi Makes Copy

A "pi-line," of the sort linotype compositors make when they play a downward scale on a row or two of keys, reading something like this:

ETAOIN SHRDLU CMFWYP VBGQ

furnished the central theme for a recent full-page advertisement of The Baer & Wilde Co., Attleboro, Mass., maker of "Kum-a-Part Kuff Buttons."

In the center panel of the page, which was given over largely to illustration, it was intended to run copy explanatory of four paragraph headings: "Snap It," "Open It," "Buy It" and "Wear It." When the proof was submitted to M. J. Baer, president of the company, for his approval of the general idea, these four paragraphs appeared merely as a jumbled mass of letters, somewhat resembling Polish, Czechoslovak, or some other language that appears incomprehensible to the American who sticks to the language of the nation's founders.

"When I looked over the proof," Mr. Baer tells PRINTERS' INK, "the 'pi' was the first thing to strike my attention as I myself know very little about the technicalities of printing, and I thought if it struck my attention so forcibly, it would certainly do the same with the unsuspecting public. Hence I let it go that way, figuring that nothing could be lost by it, inasmuch as our message was fully delivered by the balance of the advertisement."

Mr. Baer says the company has had a "flood of inquiries" asking the meaning of the cryptic message. Many people tried to read it backward or by means of a mirror, and one man admitted he spent an hour trying to find a solution.

### Four Accounts With L. Z. Guck

The advertising accounts of Higgins & Seiter, Inc., china and glass; E. M. Gattle & Company, jewelers; and Oliver A. Olson, department store, all of New York, are now being handled by L. Z. Guck, New York. The magazine advertising of J. M. Gidding & Company, New York, is also being handled by L. Z. Guck.

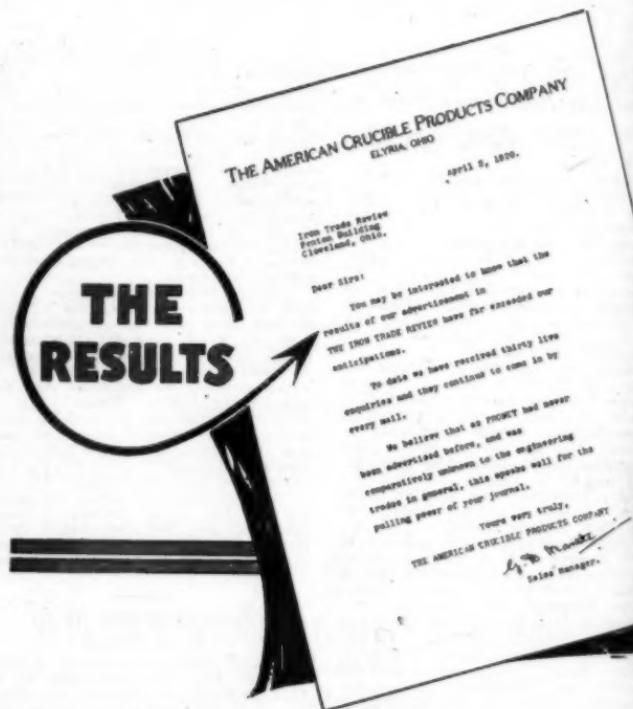
### Smith-Endicott Agency Succeeds Smith & Paris

The agency of Smith & Paris, Boston, has been dissolved, and has been succeeded by the Smith Endicott Company, recently incorporated. The officers of the new company are Barrett Smith, president; and T. H. Endicott, treasurer.

June 27, 1920

June

# Bringing Home the



# It's Readers

# in the Bacon!

May 16, 1920

*THE IRVING TRADE REVIEW*

**Introducing  
PROMET**

*The Most-Treated Bearing Metal*

From the time that Isaac Bearbeit gave to the world the famous alloy which bears his name until the Fall of 1918 no radical improvement was made in the manufacture of bearing metals.

It is true there were many changes in composition, resulting sometimes in better bearing qualities, but no progress was made at the expense of other equally important properties.

Consequently Bearbeit, in all his acknowledged faults, has remained the standard of the world for all these years, and it would seem that it is impossible to produce an ideal metal merely by changing the analysis.

PROMET, the new standard, differs entirely, both in appearance and in structure from any other metal. It owns its wonderful qualities to a complete re-thinking of the whole subject. Its invention, in 1918, was really a fortuitous change in composition. In its development, in 1919, it was decided to heat it to 2000 degrees F., without destroying any of its qualities, and to remove any number of times, remaining the same perfect metal after each heating as after the first. Even an older boy can poor PROMET.

PROMET, though now advertised for the first time, is not an expensive metal, and has been adopted by many of the largest oil companies, railroad, power plants, etc., manufacturers of the United States. The reports of all owners are unanimous twice and never.

IT COSTS YOU NOTHING TO PROVE THE SUPERIORITY OF PROMET

*You will find further and our booklet "The Bearbeit of Steel" which contains information of value to you. It is free upon request.*

*Manufacturers' Agents, Jobbers, and Salesmen who are engaged in selling metal products are invited to communicate with us regarding the use of bearing metal in connection with their engineering work.*

**The American Crucible Products Company**

*250 West 45th Street, New York City*

*Also PROMET  
Copper base of 1000 degrees F.*

**THE  
"AD"**

# Buyers Are Buyers

June 17, 1920

# BASIC COVER

MADE IN U.S.A.

ALL that the name implies—consistent to the standards and to the traditions of the other Basic Items—

Strength—Uniformity  
Beauty of Structure  
and Finish  
Brilliancy of Color  
and a price that  
is also Basic.

**BASIC LEDGER**  
**BASIC SAFETY**  
**BASIC BOND**



## THE WHITAKER PAPER COMPANY HOME OFFICE: CINCINNATI, OHIO

*Divisional Houses*—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton,  
Indianapolis, New York, Pittsburgh.

*Branch Houses*—Birmingham, Columbus, Ohio, Richmond, Va.

*Sales Offices*—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville,  
Lexington, Louisville, New Haven, Philadelphia, Providence,  
Salt Lake City, St. Louis, Washington, D. C.

# Selling the "One in Ninety" Who Is Interested in Baby Carriages

In Two Years Business Paper Advertising Gave Manufacturer Distribution and Now General Mediums Have Been Added

By George W. Rowell, Jr.

Advertising Manager, The Lloyd Manufacturing Company

**F**ROM the days when Jochebed, mother of Moses, wove the basket into which she sent that great prophet adrift on the River Nile, wickers have been woven by hand and by the same old method. Not a single improvement has been made in the art, although, of course, new articles were brought forth. This made wicker weaving as old fashioned as any art in the world, and since it followed the ideas of the ancients it was slow, cumbersome, costly and imperfect so far as ancient arts are compared with modern methods.

Well, Mr. Lloyd solved the problem. He brought forth two inventions, one covering a new method of producing wicker articles and the other a loom for weaving wickers. The result is that we are able to produce baby carriages of the finest wickers, and woven with absolute perfection in a matter of minutes, while the other fellows take hours for the same job.

What is the result?

It has enabled us to use the very best materials, add all kinds of refinements, use the finest of wickers and still sell at prices equal to or lower than those carriages made of the coarsest reeds. This is true because the costliest thing about a baby carriage is the weaving of the wickers. We overcame this tremendous problem by inventive genius, and now that which costs the most for others is only a mere item with us.

Mr. Lloyd's remarkable wicker inventions came into being a little more than two years ago. He was the only man in his institution who had enough confidence in his

inventions to be willing to cast all other articles woven by the old Jochebedian method into discard. He was discouraged from pursuing this course, so both the new line and the old were manufactured. Thus, if his own co-workers did not have entire faith in his inventions, how could others?

The members of his firm, however, did realize that the newly-produced articles would some time be the only output of the institution. They knew that it offered the best possibilities for development. They knew that they had a prize which few men draw. But how to get it started and how to push it were problems which were mighty perplexing.

Remember, please, that the Lloyd company, at that time, was not taking advantage of discounts. Instead, it was lucky if it was able to borrow enough money with which to meet the most pressing obligations. This meant the firm was long on ideas and opportunities, but short on cash. Much study on how best to exploit the possibilities showed that there were two methods of placing the new article on the floors of the American merchants.

#### DISTRIBUTION ON COMPARATIVELY SMALL CAPITAL

The first was by advertising nationally and creating a consumer demand which would force dealers to handle the article. This I would term as the "pushing" method, because it would force the dealer to sell the article whether he wanted to or not. This method has special advantages which make it the proper one to pursue in some cases. But when you remember that only one in every ninety persons is interested in

Portion of address before the Business Press Department, Indianapolis Convention, A. A. C. of W.

baby carriages, that no one medium covers the field of our consumer, that it requires thousands and thousands of dollars to create a consumer demand, and when you remember that our company did not have that money, you can readily see why we could not follow out that course.

The second avenue of securing distribution was to interest the dealer before a consumer demand was created. This I would term the "pulling" method, because when you interest the dealer first and get him taking a new article you have him acting on his own initiative rather than being forced by consumers to sell that article. This, we soon learned, would not accomplish certain things which the first-named method would, but we also found it would pave the way for distribution at an expense which could not be compared with the first. Therefore, this second method was the one we decided to pursue.

We began by mailing literature to a selected list of dealers. The literature concentrated its attack on interesting the dealer in the two inventions rather than in their product. We then drove home the fact that they produced wicker-woven baby carriages by machinery in minutes, while other manufacturers required hours. When we thought we had created an interest in the inventions we began to pound away at the product of the loom. We supplemented the attack by selecting a few trade papers in which to tell the story month after month. Then we found that the latter were more valuable than the broadsides, because they reached the best and most progressive dealers, because they gave us a more dignified standing and because they carried our messages at regular intervals.

When our financial standing improved we added more papers, until finally we were running page ads every month in every business paper given over to the furniture trade. Results came by mail. Our salesmen found the trade papers had paved the way for them and that the dealers

knew almost as much about the Lloyd inventions as they did. Our salesmen found the best dealers interested and willing to place a sample order. Business grew in leaps and bounds, and it is especially important to know that business grew many fold during the last year of the war, when the number of births was lower in percentage to the population than at any time since the Civil War.

Now remember, we increased our output nearly 700 per cent in order to meet the growing demand, and we did so by gaining the confidence of dealers through business papers.

Our financial condition now permits us to prove our co-operative spirit and faith in advertising not only by continuing our business paper advertising but in trying to help move baby carriages off our dealers' floors. We are trying to do this by awakening a desire for them on the part of the consumer by advertising nationally in 127 of the largest newspapers in America and in many of the best-known magazines dealing with affairs of women. Incidentally, this is our first year as a national advertiser, and incidentally, as new as we are in this field, our appropriation for advertising is already twice as great as that of all our competitors. This proves our faith in advertising.

#### John Wanamaker a Two-Trousers Suit Advocate

The idea of selling two pairs of trousers with a suit "sounds good" at any time, but it sounds better at this particular time than at almost any other in the history of the world. John Wanamaker has gone in for the idea with zeal.

In some of his current advertising he says that a clothing manufacturer, seeing declining market, offered to make up suits with two pairs of trousers instead of the usual one pair, and sell them at just about the regular price of the one-trousers suit, that the idea "sounded good," and he went in for it.

#### Frolich Heads Pilgrim Publicity Association

George Carsten Frolich has been elected president of the Pilgrim Publicity Association, Boston.

**Unlike Any Other Community**

# JOPLIN Missouri

**Population      35,000**

**The Market    205,000**

Center of the world's richest zinc and lead mining district. The mines are operated by American-born, white miners.  
Population 95% American-born, white; 3% foreign; 2% negro.

**Unlike Any Other Newspaper**

# Joplin Globe

(A. B. C. Member)

**Paid Circulation - - 25,709**

Average for six months ending March 31, 1920

Line Rate 7c. flat. Mornings except Monday.

The Joplin Globe is not only a complete metropolitan daily—a consumer medium for all merchandise—but the Globe is a mining trade paper as well.

The Joplin Globe is the best trade paper to reach the controlling factors in the basic zinc and lead industry.

Representatives

## E. Katz Special Advertising Agency

Established 1888

Chicago  
Kansas City

New York

Atlanta  
San Francisco

# The Story Hart Schaffner & Marx Told Returning Soldiers

And How the Message Was Delivered to the Company's Dealers

By Roger Myhrum

Vice-President, George Enos Throop, Inc.

**A**NYONE interested in poster advertising or in Hart Schaffner & Marx should secure a copy of the April issue of *Printers' Ink Monthly*. And then read the article entitled "Discovering New Possibilities in Poster Advertising." This very ably outlines the Hart Schaffner & Marx experience with posting, telling how I got in touch with Jean H. Fulgeras, Paris manager of PRINTERS' INK, in New York just two days before he sailed for France, and how he arranged for the H. S. & M. signboards at Brest, Bordeaux, St. Nazaire, Nantes and other ports of embarkation in France. Etchings of these typical French village scenes were featured in H. S. & M. newspaper copy during May, 1919, showing the sign on a prominent wall and reading: "Stylish clothes are ready for you in the good old U. S. A. All-wool guaranteed—Hart Schaffner & Marx." The newspaper headline read: "A sign that a Regiment cheered."

I understand this will go into the archives of advertising as one of the historic events in advertising.

Then as the boys came to New York, Norfolk, and the other ports of receipt they met the H. S. & M. 24-sheets there. And as they percolated through the country and into their disbandment camps the posters met them everywhere.

From November 16, 1918, when I received the contract, until January 11, 1919, I worked in the interests of the H. S. & M. posting every minute which could be spared from my other clients. Cantonment space was in heavy demand. So it required real and

Portion of address before the Poster Advertising Department, Indianapolis Convention, A. A. C. of W.

truthful reasons why the plant owner should be vitally interested in the Hart Schaffner & Marx posting. I must have told the right kind of a story. Every one of the plant owners accepted our contract. And on December 1 the posters appeared.

It would indeed be neglect to slight the ingenious style in which the dealer was featured so that it was at once a dealer poster, yet Hart Schaffner & Marx all the way through.

This being the first dealer posting, it was necessary to announce to the dealers that the company had now decided that poster advertising for the dealers was not only acceptable, but was recommended by Hart Schaffner & Marx. In the prospectus which went to all of the dealers the advertiser stated that for years the company had doubted the advisability of associating with poster advertising. But they had made a test of posting in their cantonment posting and found that dealers from all over the country reported that the returning boys spoke of the signs in France and the posters in the ports of receipt and in the cantonments and along the avenues of transportation thereto.

You should see that prospectus. A great big sheet folded so it became eight sheets—I suppose one of the most elegant folders which has ever been invented. Hart Schaffner & Marx through and through. And the responses from the dealers were immediate.

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## Railroad Account With Martin V. Kelley

The New York, Chicago & St. Louis Railroad has put its advertising under the direction of The Martin V. Kelley Company. This agency will handle the account through its Chicago office.



*Go  
After the  
Loose Nuts and  
Bolts with a Billmont  
—Reach 'Em All*

There are hundreds of bolts and nuts to loosen or tighten, hundreds of repairs and adjustments to be made on your truck, tractor, passenger car, farm implements, before the Spring rush is on.

Buy a Billmont—make your barn your winter workshop and do your overhauling now. In the field you will have no time to make repairs and the Billmont is as useful on the farm as the plow.

No nut or bolt is too hard for the Billmont to reach, too tight to turn with the Billmont solid steel T-bar handle which slides back and forth so that it may get past obstructions and make a complete turn. The hooked nose slips into the hardest to get at places and you spin 'em off or on.

The Billmont Master Wrench consists of a heavily nickelated outer steel tube, the working driving member is inside and doesn't move. There is the universal joint that turns the socket holder. Of the finest steel, heat treated and ground, all Billmont parts are made for everlasting service.

Ask your hardware store or auto accessory dealer to let you look at the Billmont and see how it works. In case he has not them in stock, write us and send us his name. Write for folder.

Edgar C. Guthard Co.

361 E. Ohio St.  
Chicago, Illinois



Reproduction of a page in farm papers

Demand for Billmont Wrenches and growth of Edgar C. Guthard Co. came as simultaneous results of close and harmonious team-work between this organization and the manufacturer.

## CHARLES F.W. NICHOLS COMPANY

*General Advertising*  
Twenty East Jackson Boulevard  
CHICAGO

# The Biggest Thing in Advertising

**I**N the past few years many advertisers and advertising men have, perhaps, lost their perspective on copy and its relation to results in advertising. Of course, it goes without saying that dealer problems must be solved, market conditions thoroughly understood, and all other such factors fully shaped.

But to our mind the really big thing is copy. And we believe it is being neglected.

Where it is possible to check sales from individual advertisements, we have seen one piece of copy in a certain medium sell ten thousand dollars' worth of merchandise, while another of the same size, run under as nearly equal conditions as possible, sold less than one thousand dollars' worth of goods. Surely if copy alone can make a difference of ten to one in the number of people influenced to purchase a product, the importance of copy dwarfs all other considerations in advertising.

And it seems to us perfectly natural that there should be such a difference in the results from copy—a difference which we are inclined to believe is not fully appreciated.

Copy has the same duty to perform in relation to the consumer that a personal salesman has to perform in relation to the dealer.

And certainly there are numerous instances of one salesman producing even as much as ten times the business of another.

Of course the results of personal salesmanship are easy to trace, and a man who sells only a fraction of what another man can sell is quickly eliminated.

And this would be true of copy were it possible in most instances to trace the results from it directly. It is only because we cannot check the results of copy accurately that we do not put the value upon it that it deserves.

There is one type of advertiser, however, who can. He is the man who sells direct to the consumer without the help of dealers or jobbers. And it is he who understands the great difference in results from copy as shown by his keyed results—and his bank balance.

It has remained for this agency to take the results from the sixty-odd mail-order advertisers it serves and use them as

a basis for preparing copy for those advertisers who, because selling through dealers, are unable themselves to check the sales from each individual advertisement.

In this way instead of guessing at what type of copy or appeal is the most effective we know from our records just exactly how you have to talk on paper to sell the most goods.

A good personal salesman finds he can sell a number of different products by the use of principles which he has discovered are effective in selling one certain thing. In the same way we are able to apply to copy preparation for many products the tested principles that have succeeded in selling merchandise in other lines.

Human nature is pretty much the same wherever we find it. The man or woman who buys by mail differs in mighty few ways from those who buy at stores—in fact all people buy at stores, and we have sold many thousands of dollars' worth of merchandise to people who would be considered the last to buy by mail.

To the customer the method by which he buys is merely a

detail. The important thing is, are the goods more desirable than the cash they represent? That is the question which interests the consumer.

Therefore why shouldn't those advertisers who sell through dealers use the experience of mail order advertisers, and employ the appeals which it has cost many millions of dollars to prove most effective among people of every kind?

Surely if one style of copy will secure ten orders by mail to one from another appeal there will be the same difference in the number of people either advertisement would send to dealers.

\* \* \* \* \*

This subject of copy has many interesting angles and is one of such vital interest to any advertiser that we believe our little book, "The Tested Appeal in Advertising," would be of value to any manufacturer who realizes that mere general publicity will not keep his factory oversold in the days now coming.

A copy will be mailed without obligation if you will send in for it on your business letter-head. Address

**RUTHRAUFF & RYAN**  
INCORPORATED  
**ADVERTISING**  
404 FOURTH AVENUE at 28th ST. NEW YORK  
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

No man can set type  
the way Bundscho  
does just because it's  
good business policy.  
It's got to be born in  
him—he's got to do  
it from the inside,  
not from the outside



J. M. BUNDSCO, Advertising Typographer  
Fifty-eight East Washington Street, Chicago, Illinois

# Advertising "Not Merely a Drink— But 50-50"

Campaign Is Launched to Acquaint the Public with the Name and Merits  
of a New Cereal Beverage

THE months that have followed prohibition have seen the débuts of numerous non-alcoholic drinks and beverages, all of which are more or less heavily advertised. Any new drink that comes upon the market, therefore, faces considerable advertising competition. For its own advertising to succeed under such circumstances, it might be said, generally speaking, that a new beverage must have three main qualifications:

First, it must have a distinctive, and preferably a short, name that will stick readily in the public consciousness.

Second, it must have points of difference from its competitors than can be emphasized in the copy.

Third, its copy must have strong attention-value.

In keeping with these three necessities, The Fifty-Fifty Corporation has launched a new beverage upon the market named "50-50." This name was selected, first because the product is fifty per cent drink and fifty per cent nourishment; second, because it is easy to remember and has a certain favorable connotation in the public mind; and third, because certain numerals and combination of numerals have an attention-value all their own. This name having been chosen, it is prominently featured in the advertising, and no opportunity is overlooked to repeat it again and again.

The advertising immediately takes the product out of the soft-drink class by its emphasis on the fact that it is the creation of leading brewers of the forty-eight States. It is pointed out that



STYLE ADOPTED FOR ALL THE ADVERTISING THAT APPEARS  
OVER THE LOCAL DISTRIBUTOR'S NAME

the drink is "made from malt, hops and cereals." Secondly, it is emphasized that "50/50" is aged and fermented, which is of importance because it is asserted that a cereal beverage is most healthful and more palatable if it is thoroughly fermented before you drink it. Thirdly, it is stated that "50-50" has the "familiar" flavor, color and "head."

Care is taken to see that the product is not introduced as an imitation or substitute for any other beverage. The fact that

the product is not a soft drink is further indicated by the call to consumers to buy it by the case. Family trade, therefore, is the market sought, though, of course, there will be no objection to having the product sold at soft-drink counters in restaurants and in other places where beverages are in demand.

Attention-value is obtained in each advertisement by the heavy massing of whites against blacks and by a background of squares in checker-board fashion, the white squares bearing the numerals "50/50" in contrast to squares shaded by cross-hatching. This background is used in every advertisement, as is another device in the shape of an outlined map of the United States, on which appears the wording: "Created by leading brewers of the '48' States."

The slogan that appears on every piece of copy is: "Not merely a drink—but 50/50." This serves to differentiate the product and emphasizes its name and character.

50/50 is being advertised and marketed by the Fifty-Fifty Corporation, a New York company the members of which are leading brewers of the United States. It was under their supervision that the drink was created and developed, each contributing the formula that he deemed most suitable for the purpose. A selection was made from these and when the formula had been finally decided upon the manufacturing was started by member brewers. Distribution is obtained through local jobbers under their auspices. While the brewers in each territory manufacture 50/50 in accordance with the formula, it must pass the approval of the parent corporation before being distributed, thus insuring a uniform standard throughout the country.

To get the "head" on the new drink is said to have cost \$80,000 and the product is sometimes spoken of as "the drink with the \$80,000 head." The advertising, for the present, will be confined to newspapers.

## PRINTERS' INK

### PRINTERS' INK

## Teaching the Young Idea How to Shoot

Teaching the young idea how to shoot is literally part of the promotional activities of the Winchester Repeating Arms Company. On the principle that "as the twig is bent the tree is inclined," the Winchester company considers it very much worth while to maintain a department which interests itself in juvenile sports. This department is known as the National Headquarters of the Winchester Junior Rifle Corps. It is in charge of an executive supervisor, who has under him a large force of field supervisors. With the advent of the summer season, it becomes a part of the duties of these men to visit the numerous summer camps for boys and girls scattered throughout the country and to help the camp director with his programme of activities. To encourage rifle practice the company offers a variety of medals both to boys and girls.

The rifle corps' headquarters begins its work early in the spring, when a letter is sent out to all camp directors, offering them assistance in planning their season programme. It is estimated that there are nine million youngsters of camping age in the United States, and the camp directors are reminded of the possibilities in this young army through a booklet entitled "The Nine Million." This booklet, which is printed in three colors and is of a size that will fit into a legal-size envelope, does not contain much text, but is given over chiefly to halftone cuts of various camps in which rifle practice is part of the regular programme. This sort of promotional work is calculated to obtain for the Winchester company good will that will bear fruit in mature years.

## Labor Spends Nearly One Million Dollars for Propaganda

Nearly \$1,000,000 a year is now being spent by organized labor in the United States, mainly for propaganda, it was shown at the annual convention of the American Federation of Labor meeting at Montreal. The expenditures for propaganda were disclosed in a report of the auditing committee of the Federation, which handles funds only for purposes common to all unions. This figure, therefore, does not include the propaganda expenses of individual unions.

## Package and Container Exhibition Postponed

The exhibition of packages and containers which was to be held in New York June 4 to 25 by the American Institute of Graphic Arts has been postponed. The exhibition will take place in October. The exact date of the opening of the exhibition has not yet been made known.

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## Sets Pattern for Good Business Papers

**High Standard of Service That Must Be Constantly Rendered to a Critical Audience—Reader Service Gauged by Way Circulation Covers the Field It Aims to Represent**

By Frank Bruce

Publisher, *American School Board Journal and Industrial Arts Magazine*

IT has been said by the uninformed and thoughtless that our newspapers, our magazines and our business or vocational papers are written for our advertisers, or at least colored by the influence of the business department pressure. And this gives me the opportunity I want, to make my very first point. You can always judge a high-grade business paper by the one standard: "Is the reader the all-important factor for whom this paper is published?" And you can spot the paper by just one glance.

The editorial service of a business paper is entirely different from the service of a newspaper or general magazine. The newspaper clears the day's news, which rarely has any direct bearing upon the immediate merchandising problem of the advertiser. The general magazine entertains or instructs in the broad sense of these words, but again the tie-up between the editorial pages and the advertising is based purely upon the volume of circulation and the good will of the readers for the publication.

In the business paper, the problem is different. The reader may be a merchant, an engineer, an architect, a manufacturer, a tradesman. Make a mistake in your paper editorially, and he "calls" you. Show a lack of understanding of this problem or that and you lose his respect. The problem is intimate, personal, and is built entirely upon the editorial

excellence of the publication. Therefore, point number I. A business paper must always be edited for the reader, or there will be no readers in a little while. II. The editorial material must be ethically, scientifically, economically correct, or you cannot expect to hold your audience. III. It must be attractively presented from the reader's viewpoint, or you lose that next best asset to respect—the sustained and continued interest of your reader.

It is my personal opinion that the editorial service of a paper can well be judged by the relation of circulation to the possible limitations of a field. Saturation of circulation from 50 per cent to 75 per cent is very good. My impression, although I express it only as an opinion, is that the average member of the Associated Business Papers will cover its particular industry of interest by almost 80 per cent. Explaining 10 per cent under the heading of poor credits, and 10 per cent under the general idea of morbidity, you will appreciate how thoroughly the better business paper will cover its field.

## Senator Edge Wants Government Hands Off Business

The pressing industrial situation can be handled better by the employers and workers themselves than by any board of arbitration, United States Senator Edge said in an address on June 3 to the National Association of Credit Men at Atlantic City. Senator Edge placed himself on record as being in favor of the shop plan—that is, having a committee of employees deal directly with the employer.

"This plan always works successfully if there is no outside interference," he declared. "The people of this country have yielded too often to class demands. There should be no class distinction. The Government must get out of business. When the Government cannot run its own affairs it should stop trying to run the affairs of others who have more experience. The Government should co-operate, not compete."

## Fred Black With R. Sykes Muller

Fred Black, who was with J. J. Gibbons, Limited, advertising agency, Toronto, before going overseas with the Royal Flying Corps, has joined the staff of the R. Sykes Muller Company, Limited, Montreal.

Portion of address before Business Papers Department, Indianapolis Convention, A. A. C. of W.

# Pride in Job and Pride in Craft Displayed

How Paid Space Is Being Used to Keep Labor Turnover Low

By Roy Dickinson

THE sudden importance of the labor problem has provided advertising with many new uses, not the least of which is selling the worker on his own job, and dignifying his labor. This has been accomplished in the case of several large companies by the employment of noted portrait painters, who, on the front cover of the employees' magazine, have pictured some individual in his working togs. With the trained skill of the artist they have dignified his daily labor and helped make him proud of his job.

It has been said that the worst punishment to which a man can be subjected is to be neither praised nor blamed, but simply ignored, and to this forgetting of the individual, many of our present industrial ills have been attributed. What some firms have done to accomplish, others are doing by the use of paid advertising space.

Among the many whose copy has appeared lately, the Perkins-Campbell Company has tied up a labor turnover—or the lack of it—craftsmanship, the product, and its dealers in an interesting manner. The photographs of four men who have worked with the concern from "the day the Perkins-Campbell Company first hung

out its shingle," appear at the head of a full-page advertisement, and the caption states that they were "at work 7:00 A. M., 1879—and on the job still."

These men, their names are



At Work 7:00 A. M., 1879

*—and on the Job still*

For more than 60 years, Mr. Datt, Mrs. Himes, and Lou and Billy Vetter, have been employed by The Perkins-Campbell Company. At 7:00 A. M. every morning for 60 years the Perkins-Campbell Company first hung out its shingle, and they took their places at the benches—carpenters of wood, iron, and steel, who have given of their own stanchness and integrity to every Campbell Product. Men like these—men who do in their business—men who are among the best among employees of the House of Campbell—have been the leaders in the younger generation of Campbell employees have drawn their inspiration from these four men in the executive department of The Perkins-Campbell Company. The Perkins-Campbell Company was organized 60 years ago, in

was founded on identical principles, and etracted similar stanchness. The late Mr. George W. Perkins, President of The Perkins-Campbell Company, is nearly 70 years of age. Lou is now 60 years old. You can find all the parts of the body you can get, and buy them all the time, but you can't find all the people of this time.

For the true craftsman to find. By-night employers can secure any fly-by-night

firm and product may be right to make the firm and product for spurious of an year.

Campbell Products have character because Campbell products have character.

The dealer who wants permanent patronage will find it in Campbell—men and all Campbell-made accessories.

The Perkins-Campbell Company.

423-46 Broadway, Cincinnati, Ohio

# CAMPBELL PRODUCTS

MEN MUST HAVE PRIDE IN A RECORD LIKE THE ONE  
SHOWN IN THIS ADVERTISEMENT

duly listed, are described as craftsmen of the old school who have given of their own stanchness and integrity to every Campbell product. The copy further describes the kind of newer men who have drawn inspiration from these and other veterans, and states that the company has the astonishingly low labor turnover

of only 5 per cent per annum, which comes very near a world's record. There is a bit of philosophy in the copy which deserves mention, and also the earnest attention of any who believe that labor turnover is a one-sided affair due entirely to "outside agitators" and labor unrest. "Nor can the true craftsman be fooled," it says. "Fly-by-night employers can secure only fly-by-night employees. Firm and product must be right to retain the unwavering loyalty of men for upwards of forty years." "The dealer who wants permanent patronage from his customers," it concludes, "will sell them Campbell-made accessories."

Stevens-Duryea, Inc., have been using double-page spreads to sell this idea of craftsmanship as applied to their product.

"New England Craftsmen—who build for the eyes of the gods," the caption of one of these pieces of copy, shows how far advertising has come since the days when it merely recounted the sales points of a product. The tradition that its objects are wrought with the greatest care has not been forgotten, the copy says, by this group of workmen, even in the hurry and worry of standardized quantity production.

In mentioning the men in its own plant in the national copy, the company has this to say: "True craftsmen they are—creative workers in fine materials, uncompromising, proud, inspired. Many have spent the larger part of their lives in the Stevens-Duryea plant. Others have come to join them from armory and gun factory." This plea for the kind of men they can really use, joined to the graceful compliment to the men now working at the plant, is one of the ways of keeping the "floater" type of workman away from the factory.

Labor turnover, that big problem of the present time, cannot be cut down if working conditions aren't right. Advertising can't hold a man to an unhappy job, any more than it can put over a product which doesn't make good on its advertising claims,

With good working conditions to sell, however, and evidence to prove it, any firm can, by consistent advertising, keep its labor turnover low, increase the morale of its working force by dignifying the labor of its individuals, and carry over to its dealers and the public at the same time a corporation character and a product character that are valuable.

In a time of fast-changing conditions advertising must be adaptable. It will have many problems to meet and face in the future, as in the past. The kind of advertising which does more than merely create a present demand for a product is apt to receive more and more attention.

### Advertising to Stop Gasolene Wastage

A Canadian organization, the Imperial Oil Limited, is informing the people of Canada, through paid advertising, how gasoline wastage may be avoided.

Taking the stand that people who think that what they do with their money or what they purchase with their money is not any other person's business are mistaken, the advertising proceeds to show that unless a curtailment of waste is made possible through economy, then the people of Canada will have to pay for it in higher prices for meat, for vegetables, for milk, for eggs, and for moving of household goods, and in fact for anything and everything they eat or use.

### Electrical Supply Jobbers Will Advertise

The Electrical Supply Jobbers Association has decided to undertake an advertising campaign. At a meeting of the association, held in California last month, the report of the Publicity Committee recommending an appropriation for advertising was adopted.

A campaign involving the use of full-page advertisements in electrical trade papers, and a number of pieces of direct-mail literature to the electrical trade, during a period of eighteen months, has been planned. This campaign will be carried out under the direction of Ainslie A. Gray, Publicity Counsel of the Electric Supply Jobbers Association.

### Peach Crop Brings \$9,000,000

The California Peach Growers Association has just paid its 6,500 members the last payment on the 1919 crop. The total payments represent \$9,000,000—one of the largest sums ever paid to the growers for any single crop.



RICHARD LLOYD JONES  
Publisher

## Our Recent

to the public through Printers' Ink surely have awakened a keen interest in Tulsa, Oklahoma, as the *Most* won-

# The Tulsa THE PEOPLE

*the only evening paper with its larger combined city*  
for you to use in covering Tulsa. Now just a word

We firmly believe that Daily Newspaper advertising on results to the advertiser, if the article

## One Hundred

We maintain offices in NEW YORK, CHICAGO, ST. LOUIS, BOSTON, DETROIT and KANSAS CITY, having as our Foreign Representatives the G. LOGAN PAYNE CO. and PAYNE, BURNS AND SMITH, INC.,



G. LOGAN PAYNE  
Marquette Bldg., Chicago, Ill.



GEO. J. BURNS  
Fifth Ave. Bldg., New York

# Messages

derful and most prosperous city of its size in the United States, and we hope we have convinced you that



T. F. McPHERSON  
Business Manager

# THE TRIBUNE

and suburban circulation is the very best medium regarding co-operation and general service rendered.

ing in an Evening Paper is seventy-five per cent advertised has real merit. To insure

# Per Cent Results

whom we believe to have the largest and best organization of its kind in the United States. Our Foreign Representatives are always at your service and command.



GEO. D. SMITH  
Fifth Ave. Bldg., New York



GEO. H. PAYNE  
Kresge Bldg., Detroit

June 17, 1920



LYNN H. GAMBLE  
Carleton Bidg., St. Louis



W. A. SMALL, Jr.  
Marquette Bidg., Chicago, Ill.



F. E. WALES  
Marquette Bidg., Chicago, Ill.

# The Tulsa

Takes great pleasure in presenting  
their Leading Sol

Associated with our different offices, they are  
very anxious to be helpful to you in getting  
the proper distribution, securing for you a  
complete survey on local conditions having  
to do with your particular article through

The Tulsa Tr

RICHARD LLOYD JONES  
PUBLISHER



W. RODGER WINTER  
Fifth Ave. Bidg., New York



RICHARD BRANDON  
Marquette Bidg., Chicago, Ill.

THE HERALD  
PAPER

# Tribune

pleasure in presenting to you  
leading Solicitors

they are  
getting  
you a  
having  
through

our local service department and any other  
co-operation or service that you may desire.  
A letter or wire to the home office or to  
any of our national advertising offices will  
bring you quick personal service.

## Tulsa Tribune

**T. F. McPHERSON**  
**BUSINESS MANAGER**



JOS. R. CALHOUN  
Fifth Ave. Bldg., New York



DAN F. FITZGERALD  
100 Boylston St., Boston, Mass.



FRANKLIN PAYNE  
Kresge Bldg., Detroit



G. F. SCHROEDER  
Marquette Bldg., Chicago, Ill.



GALE BLOCKI, Jr.  
Marquette Bldg., Chicago, Ill.



## how much do they spend for direct-mail advertising?

THE MAILBAG being a Journal of Direct-Mail Advertising, it seemed logical that those who subscribed for it would be greatly *interested* in this form of advertising. So we wrote and asked them how much they *spent* per year in direct-mail work. 1180 replied. 685 answered the question.

But—*get this*—those 685 stated they spent—

**\$8,406,410 per year, or an average of  
\$12,272 each.**

Taking this average and our total circulation of 10,000 and we have the quite nice little sum—even in these days of *some* sums—of

**\$122,720,000**

—and for this one medium of advertising alone.

Direct-mail expenditures interest you. Why shouldn't they? You hope to get your share of those millions. Well, you can. THE MAILBAG offers the *opportunity* to put your story before the people who have the millions to *spend*—and who *spend* them.

We like to be modest—but the truth is mighty and must prevail—THE MAILBAG is the *one best bet* if you have a *product or service of interest* to direct-mail advertisers. It's a buying directory they naturally turn to, because it's the *recognized* direct-mail marketplace.

If we were just telling you this, you might take it with a grain of salt—but we *know*. Our advertisers tell us their results. They *renew* their contracts—*increase* their space—*root* for THE MAILBAG. Perhaps it's because they love us so—we hope so indeed!—but we rather imagine it's because THE MAILBAG *delivers the goods* month after month.



## The MAILBAG

A Journal of Direct-Mail Advertising  
*TIM THRIFT, Editor*

1800 E. 40th Street, Cleveland, Ohio  
Eastern Manager—S. M. GOLDBERG, 303 Fifth Avenue, New York  
Western Manager—W. B. CONANT, 840 State-Lake Bldg., Chicago



(4)

# Advertising Helps Place Inexperienced Men on Farms

Canada's Plan to Help Her Soldiers Widened to Include Ex-Service Men of Great Britain

**T**HREE are those who say the chief count in the arraignment of modern civilization is its failure to make country life attractive. Cities have filled up with non-producers—in the strict sense of the term—and the land back of them is untilled for lack of laborers.

Canada is pointing the way to a back-to-the-land movement and advertising is being employed as an important tool to make the effort a success. Partly in gratitude, partly to avoid the possible contingency—a returned-soldier employment problem—Canada devised a comprehensive soldier-settlement plan, administered by the Soldier Settlement Board. The Board's headquarters are at Ottawa, but it has local offices at some seventeen points throughout Canada. It is empowered to advance loans to approved applicants under certain definite conditions. It also has authority to assist returned men disqualified through lack of farm experience to become qualified.

As applications were received and dealt with—the number growing until in February, 1920, it reached 45,000—it was found that about eight out of ten applicants qualified. Of those who didn't qualify, the number reaching about 10,000; one class was out-and-out rejections, the other men who were disqualified by lack of farm experience but who looked like the raw material of successful Canadian farmers. Lending money for farming to inexperienced men was, however, obviously impractical.

The past winter, the Soldier Settlement Board used advertising to solve the problem of these deserving returned soldiers, who want to become farmers, but are deterred by the lack of practical experience. Five advertisements, one each month, ap-

peared in every farm paper in Canada.

The idea is to help these men to get practical experience, after which, other things being equal, they will be granted the desired loan. The advertisements appealed to farmers to assist returned men by employing them as farmhands. The major note struck was the patriotic one, though the desirability of these men, physically fit and earnest, for farm work, was not left wholly unmentioned.

The first advertisement in the series was headed, "Fit Our Fighters to Farm; They Worked for You Over There; Help Train Them for Their Life Work Here." It read:

"The Soldier Settlement Board of Canada offers every eligible returned man who has ample farming experience an opportunity of becoming a farm-owner. It is also ready to assist certain inexperienced men to learn the farming business. Of the many thousands of applications that will be received by the Board during the next twelve months a considerable number will be from inexperienced men.

#### "HOW YOU CAN ASSIST—METHOD OF TRAINING

"Training centres have been established to give a limited number of totally inexperienced prospective soldier settlers preliminary practical experience. It is essential, however, that all inexperienced men complete their training by working with successful farmers who will share their experience with them.

#### "SUCCESSFUL FARMER! YOUR OPPORTUNITY

"You alone can assist our fighters to acquire the experience necessary to insure their success as farmers. There is a duty devolv-

ing upon you to take as many as possible on your farm. By giving them the benefit of your experience and advice you will fit them to operate successfully farms of their own in the shortest possible time.

"The Soldier Settlement Board needs, and must have, the co-operation of successful farmers in every Province of Canada in carrying on their work. Training allowances are granted by the Board to assist in the maintenance of dependents. Will you afford the men an opportunity to gain experience? Men are waiting now. Take at least one of them for the winter."

Each advertisement carried a list of district offices of the Soldier Settlement Board. The farmer had only to apply at the nearest office, and he was supplied.

This advertising was handled by C. A. Cavers, Director of Information of the Board, and he informs PRINTERS' INK that the advertisements brought a favorable response, "and on the whole the campaign was very successful." It should be noted that the advertising was used during a season when demand for farm help is at the lowest of the year. The prairie provinces of Canada are still grain-growing provinces essentially, though livestock interests are growing fast, and in other provinces normal winter demand for farm labor is much below crop-season demand.

Under these conditions, the Soldier Settlement Board advertising had definite work to do, and that it succeeded is a worthwhile commentary on its efficacy for purposes for which formerly it would not even have been considered. Frank use of the patriotic appeal was undoubtedly happy judgment, and that such material was over the name of a government institution added to its effectiveness.

#### FINDING JOBS FOR IMPERIAL EX-SERVICE MEN

With this preliminary advertising experience, the Soldier Settlement next asked advertising

to perform a second important job, of a kindred nature.

The benefits of the Soldier Settlement Act have been extended to imperial ex-service men. Canada, that is, will loan money to British soldier settlers, provided they meet prescribed qualifications. Candidates will be selected in the British Isles. They must be physically fit, possess at least \$1,000 on landing in Canada, and have general fitness for farming, including reputation for honesty, industry, intelligence, etc.

Before these men will actually be granted loans, they must remain with a Canadian farmer until judged qualified. A large majority, the Soldier Settlement Board states, will require two years' experience.

In connection with the emigration of these men to Canada, the Board is endeavoring to keep the situation organized as much as possible. One rule it has made is that only those soldiers assured of positions on farms will be permitted to come.

The Soldier Settlement Board used farm-paper advertising to find jobs for these prospective settlers. A recent advertisement stated fully the conditions under which imperial ex-service men will be granted loans. It said that the men must first pass emigration agents, then appear before a selection committee composed of practical Canadian farmers. "Farmers of Canada have rare opportunity," it said, and continued:

"Places are desired for these men. Farm help is essential for the full development of Canada's agricultural resources. Farmers who need assistance have the opportunity of applying for these selected men. Every man whom the Soldier Settlement Board places this year will be proved worthy. Some will have advantage of experience on farms in the British Isles. Those who are without agricultural experience will be eager to acquire the knowledge necessary to equip them as soldier settlers under the Act.

"This is an opportunity that farmers should not fail to em-

## Unimportant Announcement

A year ago we presented a bright chap with a Liberty Bond because he suggested a name for our magazine that seemed to express the very spirit of it, though it was not literally descriptive.

A few advertising men thought the title not solemn enough—maybe they were right. Ten thousand readers of the new magazine liked the name. The name encouraged them to read the paper. It was a good name.

Then one morning we found that the name we were using had been used for two or three years by the Columbia Graphophone Co. for one of its very meritorious house organs. Business of having a confab around a mahogany table. Diplomatic relations never in jeopardy. Both sides fooled the attorneys by not getting mad. We simply conceded priority to the Columbia people and our magazine will be rechristened.

Two thousand retail dealers in building materials have learned what our magazine stands for—they watch for it every month because it gives them meaty, definite, brass-tack information about their own problems. Through its columns every dealer can get in touch with 9999 other men in his own line of business and get their views of whatever problem peculiar to the building supply business may be keeping him awake nights.

And so the name doesn't matter so much after all. You know what W. Shakespeare said. The name will be changed—the magazine itself will remain the same.

By the way, have you seen a copy lately? Glad to send you one. You'll find it a trade paper that doesn't read like an O.K.'d invoice—a business paper edited with a smile—a practical merchandising publication that is serving a great field without bombast—it is good-natured, sane, sparkling, sincere. It upsets some perfectly respectable publishing theories.

The publishers of *The Pepticist*, New Telegraph Bidg., Detroit, Mich., will gladly send copies for examination. Oh, yes, we've applied for A. B. C. membership—one of the first things we did—expect to be admitted next month.

# Selling the Printer's Service

*Announcement of a national educational campaign in full page newspaper space by the American Writing Paper Company*



EVERY Printer and Lithographer realizes the change that has come about in the Printing Industry in the past few years.

But does the *buyer* of printing realize it?

Under the leadership of the United Typothetae of America and the National Lithographers' Association, progressive Printers and Lithographers everywhere have raised their standards of service. They are today giving less thought to landing orders, *more thought to producing tangible results for the customers.*

There must be public recognition of this fact. The American Writing Paper Company firmly believes that the *good of the entire Printing and Paper Industries demands it.*

This Company has decided, therefore, not only to give the support of its entire organization and its institutional backing to the movement, but also to conduct a nation-wide educational campaign on the subject. This campaign is now starting in the biggest newspapers of the country. It will call public attention to the new standards of printing service. It will urge the



THE WATERMARK  
OF EXCELLENCE

# AMERICAN WRITING PAPER

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

## to the Buyer of Printing

buyer to adopt a new attitude toward his Printer—to consult the Printer more about the bigger phases of the work—to have greater confidence in the Printer's advice and ideas.

To every buyer of printing our recommendations in this full-page newspaper campaign are these:

Do not get twenty competitive bids from twenty Printers and give the work to the man with the lowest estimate.

Select your Printer on the basis of service rather than price. Employ him on the same basis as you would a doctor or a lawyer. Give him the facts about your business policies and methods. Furnish him with a basis for constructive criticisms and suggestions, and then maintain a permanent business relationship with him.

Let your Printer co-operate and work with you rather than merely work for you. Be open-minded to your Printer's advice.



The trade mark of the association of employing printers, one of the greatest organizations of its kind in the world

*Your Printer is the one best qualified to select the right paper for the particular job. He is in a position to help you effect real economies—improve quality—bring RESULTS.*

AMERICAN WRITING  
PAPER COMPANY  
Holyoke, Mass.



*All samples sent through Printers and Paper Merchants—that is one of the American Writing Paper Company's announcements in this campaign.*



THE WATERMARK  
OF EXCELLENCE

# PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

brace. As the need of agricultural help is shown, the Soldier Settlement Board will arrange for the coming of the men."

The Soldier Settlement Board has not splurged in space used in this advertising to help Canadian returned men and imperial ex-service men to get farm experience. The advertisements have been double-column, four to ten inches deep. But the Board has covered Canada with them. Advertising has been efficiently handling a difficult side of the Soldier Settlement work, at moderate outlay and probably much better than any other method would have.

### Baptists' Paid Campaign Paid

Northern Baptists expended more money for display advertising this spring than any one denomination ever appropriated before for newspaper and magazine space in one year. If the results were measured coldly and from the standpoint of money alone, that appropriation would rank as one of the wisest a religious body ever made. It may interest advertising men to know that the Baptist campaign set a new world's record for per capita giving in a money "drive."

It far exceeded the war-work campaigns and such great church efforts as those of the Southern Baptists and the Methodist Centenary. With a total constituency of 1,475,000 members, including minors, the Baptist Board of Promotion, with returns incomplete, has pledges totaling \$60,000,000 on hand. A little of this, it is true, comes from outside the ranks, and that excess is due entirely to the advertising programme. A rabbi in Laurel, Mississippi, sent in his check, with the comment that Baptists' plans to practice their religion, as set forth in an advertisement he had read, left him unwilling not to have a part in the undertaking. A man in Ohio, a member of another denomination, sent in an unsolicited gift of \$10,000.—Lupton A. Wilkinson, before the Church Advertising Departmental, Indianapolis Convention, A. A. C. of W.

### Brice L. Clutier Joins Hower Agency

Brice L. Clutier, former advertising manager of the Marmon Company, Chicago, has joined the Hower Advertising Agency, Denver, Col., as an account executive. Mr. Clutier has been with the advertising departments of Marshall Field & Co., Aeromore Manufacturing Company, Chicago; Atlas Portland Cement Company and Cribben & Sexton Company, Universal Ranges, Chicago.

### Spice in Boston Club Meetings

During the policemen's strike in Boston, we staged a luncheon of the Advertising Men's Chapter of the Burglar's Union. No announcement was made of the affair, but when members stepped to the elevator on this particular Tuesday, they were greeted by a sign which read "Have you your life insured?" In the elevator was another—"I Bury 'Em—Rush Orders a Specialty." On the door leading into the rooms, "Did Anyone See You Come In?"

As they stepped into the room, which was pitch dark, a husky bad man with two deadly Colts held out in front of a wicked-looking pair of masked eyes, stepped in their path and flashed a light on their faces.

After being thoroughly searched, they were given a mask and shoved into the big room, where the only light came from the candles on the tables, and where could be seen table cards reading "Safe Breakers," "Space Grabbers," "Contract Jumpers," "Yeggmen," etc. Did this make a hit? Well, you can bet your last copper it did, and it is the same with everything we attempt. We do not try too much, but we keep them guessing. What is more important, it does not in any way interfere with the serious side of the meetings; on the contrary, it seems to give a certain zest to the affairs which enhances their value to members. This is why we have the biggest men in Boston as regular "attenders." They get a million dollars' worth of wisdom and pleasure for 40 cents.—George B. Gallup, of *Red Cross Magazine* and formerly secretary of the Pilgrim Publicity Association, Boston, before the Club Secretaries' Conference, A. A. C. of W. Convention.

### Remington Agency Increases Staff

The E. P. Remington Advertising Agency of Buffalo, N. Y., has recently augmented its staff. Edwin J. Weinstock, formerly advertising manager of M. J. Leo, Inc., has been made head of the copy department. Howard P. Kohlmeier, formerly with the Curtiss Aeroplane Company, is now in the space buying and estimating department of the agency. Robert J. Newman has recently become assistant production manager. Clarence T. Leighton, formerly with the Buffalo *Courier*, has joined the copy department.

### The State of Oregon Will Be Advertised

The Oregon State Chamber of Commerce is conducting a campaign throughout the State to raise \$450,000, a large part of which will be spent in advertising the agricultural advantages of Oregon. Advertising space in Eastern magazines, exhibits in several large cities, and follow-up literature will constitute most of the campaign.

# "—a newspaper that is an institution!"

THOMAS F. LOGAN  
INCORPORATED  
Advertising  
660 FIFTH AVENUE, NEW YORK

JUNE SEVENTH  
1920

Boston Publishing Company,  
171 Tremont Street,  
Boston, Massachusetts.

Attention of Mr. W.W. Lord

Gentlemen:

Received a copy through Mr. C.S. Bigsby we have  
advertised a circular of the very interesting we have  
Cleaner and his company.

This splendid cooperation. To compliment you upon  
the one that is just a newspaper from  
the one that is an institution.

Very truly yours,

*Thomas F. Logan*

MR. THOMAS F. LOGAN, INC.

## The Boston Herald-Traveler

Send for our free booklet  
"Merchandising Metropolitan Boston"

Vill

f Com-  
mpaign  
pent in  
antages  
n East-  
l large  
ill con-

# Punch

carries  
advertising

So does SKETCH—  
London Illustrated News—  
Pan—etc. But  
if you should happen  
to read an advertisement  
therein—you  
would hardly think  
that *you*  
were being  
advertised to.  
So it is  
that a Canadian  
seeing some  
U. S. magazine—  
reads, perhaps,  
the advertisements

[But]

but in an impersonal  
and detached  
manner—not figuring  
that he is included  
in the "family circle,"  
nor [fact] is he.  
But when he sees  
advertising in

The Daily Newspapers  
of Canada

ah! that's "something  
else again."

*Your agency will no doubt investi-  
gate this field for you—or these  
papers certainly will give you data.*

City	Population	Paper	City	Population	Paper
Halifax, N. S.	70,000	Chronicle & Echo	Toronto, Ont.	547,371	Mail & Empire
St. John, N. B.	52,000	Herald & Mail	Winnipeg, Man.	255,000	Free Press Tribune
Quebec, P. Q.	105,000	Standard Telegraph & Times	Regina, Sask.	35,000	Leader
Montreal, P. Q.	800,000	Le Soleil Telegraph Gazette	Saskatoon, Sask.	24,000	Star
Ottawa, Ont.	127,458	La Patrie La Presse	Calgary, Alta.	60,000	Herald
London, Ont.	60,000	Citizen Journal— Dailies	Edmonton, Alta.	55,000	Journal
		Advertiser Free Press	Vancouver, B. C.	170,000	Sun World
			Victoria, B. C.	40,000	Colonist

# Points That Sell Goods in South American Copy

The Technical Advertiser Will Find South Americans Responsive to His Copy If It Has the True Ring

By R. Bigelow Lockwood

IT is considered a mark of distinction for a South American to be able to admit of being a university graduate. This point, in fact, is carried almost to the point of caste, and your South American university graduate wears his honors with a comfortable sense of pride and satisfaction hard to understand in this country.

Among the better class of Latin-Americans, the entire preliminary training of a youth is founded on fitting him to enter and graduate from a university. This being accomplished, a mantle of respect settles on the student and all his life he carries the mark which distinguishes him from his less fortunate associates who have not had a university training. This attitude, while hard to appreciate in the United States, is very real in South America and indicates the consideration placed upon learning. The class of Latin-Americans reached by American manufacturers of technical products is by nature studious; in fact, brilliancy of mind, especially along mathematical lines, is common. A certain authority on such matters recently assured the writer that he personally had seen students in South American universities solve problems in advanced mathematics which could be duplicated by only a bare handful of authorities in this country.

South Americans are not only students, but readers to an extent not easy to appreciate.

The common American practice of leaving newspapers in trains, to be collected by the cleaners, is in direct contrast with what takes place in a South American public conveyance where a newspaper or magazine is discarded. For every fortunate reader there are numerous "watchful waiters," the near-

est one of whom will pounce upon any periodical left on the seat. The periodical found in the seat of a South American street-car or railroad train will almost certainly find its way into the home of its new owner, who in turn will pass it along to some relative or visitor. In consequence, the periodicals are literally read from cover to cover.

Naturally, these facts, as outlined, have an important bearing on copy angles.

#### OMNIVOROUS READERS

The first thing for an American advertiser to get clear in his mind is the truth that his readers in South America will digest *all* the copy he gives them, and look for more, provided the slant is right. And this means that South American advertising should not be devoted to just general hurrah. South American purchasers are very skeptical about extravagant claims, and the American manufacturer who assumes that his product or company is known throughout South America simply because it is known in the United States is barking up the wrong tree. Many times a machine may have remarkable performance records in the United States, and a statement to that effect in American advertising would carry weight behind it, but in South America the readers of such a statement would merely smile. It would sound too good to be true. They simply would not believe it. Hence any claims which sound extraordinary should be backed with convincing logical proof.

In writing an advertisement of a machine tool, for example, there are a certain number of very definite considerations which should be kept in mind.

In the first place, the advertiser



*To say that Motor Life goes into the homes of a spending group of enthusiastic motorists indicates its influence only in part.*

It goes to the library table, to the porch, to the den—

It is read by every member of the family.

Most frequently, of course, it is in the man's room. There, in the happy solitude of his motoring mood, while he is reading Motor Life—thinking "car," planning "tour," his mind focused on the enjoyment of his keenest hobby—

There is the place to meet him with an automotive message.

MOTOR LIFE, 243 West 39 Street, NEW YORK  
Robert Wolfers, President

June 17, 1920



*The Grand Rapids*

**FURNITURE RECORD**

Retailers and Manufacturers  
Meet in End-Trade Fiction  
Dues \$100-\$407 in 1200 Towns

Business Romance  
of a Self-made Merchant.  
Sells 100 Cabinets In Month

**APRIL - 1920**

PERIODICAL PUBLISHING CO.  
GRAND RAPIDS, MICHIGAN

Member A. B. C.  
Member Associated  
Business Papers

## Demand

Through effective, steady work today's furniture merchant and home-furnishers have created, not only a great demand for the things that go to make the home a thing of beauty and comfort, but have attracted the demand for these things to *their* doors.

As evidence of this fact, let us number some of the lines carried by them today:

Furniture, ready-cut houses, pipeless furnaces, rugs, carpets, draperies, vacuum cleaners, refrigerators, stoves, leather goods, gift articles, toys, glass and china ware, silver ware, electrical appliances, lamps of all descriptions; phonographs, records, pianos, kitchen ware, cutlery, office furniture, office appliances, washing machines, sewing machines, baby carriages, bedding, cut glass ware, statuary, restaurant equipment, kitchen cabinets, pictures, tapestries. Oriental rugs, electrical and gas fixtures, mirrors, linoleum, games, portable garages, and some have recently started selling jewelry and cameras.

There is no limit to the selling possibilities of the furniture merchant in lines that are intended for the home or that require long time credit.

If you have anything in the above list and you wish to increase your distribution and business volume, or if you have anything to add to this list, the logical way to interest the furniture dealer is through his leading business paper.

*Write for Facts*

THE PERIODICAL PUBLISHING COMPANY  
Grand Rapids, Michigan

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**The Grand Rapids**  
**Furniture Record**  
*A paper with true dealer influence*

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June 17, 1920



## Supply

The furniture industry is growing faster than any other in the United States today.

During the last year the demand for furniture so swamped the several thousand furniture factories in this country that all of them are still months oversold.

To meet this great increase in business—to supply the great demand created for their products, many of these manufacturers this year are building additions to their plants.

These additions will increase their output 25 to 40 per cent, the average being at least 30 per cent.

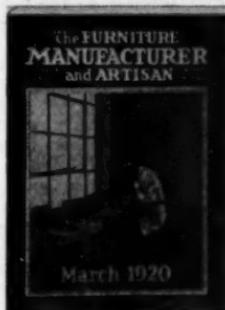
This means increased business for all manufacturers of raw materials and equipment used in furniture factories. Now is the time to reach them, before these new plants are in actual operation.

You can get the respectful attention of a majority of these manufacturers through the advertising columns of

**The Furniture Manufacturer and Artisan**

*Write for Facts*

**THE PERIODICAL PUBLISHING COMPANY**  
Grand Rapids, Michigan



*Member A. B. C.  
Member Associated  
Business Papers*

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**The FURNITURE  
MANUFACTURER  
and ARTISAN**

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June 17, 1920

should answer the question, *What can it do?*

The next question to be covered is, *How does it do it?*

After that comes the consideration, *How is it operated?*

This should cover the kind of power used, amount of power, number of operators that will be required (if a large piece of equipment is under discussion), and full facts regarding the simplicity and convenience of operation. The maker should supply full instructions regarding operation, in language intelligible to the country in which the machine is sold, and tell whether or not he will supply instructions to the men who have to operate it.

The next consideration is to bring forcibly to the mind of the South American purchaser the facts regarding why the manufacturer believes in his particular product. It is advisable to sell the foreign trade the idea that the company which is advertising is thoroughly reliable, a good concern with which to do business. This idea can be put across by selling the proposition in terms of the size of the plant, preferably by showing a picture. Details as to the organization may be worked in the copy and stress should be placed on the point that the purchaser will get fair treatment.

The South American buyer usually wants the best he can purchase, hence price in general is a secondary consideration. As an example, take the case of buying cement by the barrel. Possibly the following figures are not accurate, but if we assume that freight charges are \$3 a barrel and import charges  $12\frac{1}{2}$  cents, the South American purchaser will not quibble on 25 cents increase in price on each particular barrel.

One reason why the South American market is not good for the sale of second-hand equipment is the fact that the cost of transporting it is so heavy that buyers prefer to pay the price for new machinery rather than take the risk of hauling second-hand stuff to inaccessible locations and have it break down. And right here

lies a good sales argument for the American manufacturer. Impress on these far-distant users the dependability of your product and your copy will meet with favorable reception. Freedom from trouble is a virtue which is magnified to a great extent in the South American market, where the ultimate destination of machinery is likely far removed from points or proper facilities for making repairs. The machine that will stand up is the machine wanted.

#### DESCRIPTION CAN'T BE TOO COMPLETE

Another point to put in copy is the factor of details. It should be remembered that the prospective customer is thousands of miles removed from the plant or factory making the equipment and that it will take him a matter of several months to secure any desired information on any piece of machinery advertised. American manufacturers, when entering the South American market, are competing *internationally* with English, French, Belgium and German manufacturers, and their advertisements should be so complete in data that the reader may not be tempted to buy elsewhere rather than wait for a delayed answer from the United States.

Such concerns as The Combustion Engineering Corporation appreciate this condition and plan their South American advertising accordingly. In its advertising for home trade, in American technical publications, this concern is a strong advocate of brevity carried to the *nth* degree, but its advertising to Latin Americans is exactly the reverse of this policy. Cover the facts fully and play safe.

The American advertiser should use great care in making his layouts attractive. The South American and Spanish temperament craves artistic appeal, particularly in pictures. A piece of copy, therefore, should be so illustrated that the pictures will arrest attention by reason of their artistic value. It is better to make an error on the part of too much art and artistic design than to get the

advertisement too plain. Color, also, should be used freely when possible, as it is needless to dwell upon the attraction which bright colors offer to the Latin-American eye.

Inspection of the advertising pages of fiction magazines published in Spanish and edited by and for South Americans shows that this artistic layout appeal is a real factor and copies, to some extent, the striking poster effects of some of the French periodicals. The artist employed by the American advertiser should know something about the country, however, before he attempts to put in South American atmosphere. It cannot be done by painting in a fan behind a carload of machinery or having a dreamy-eyed Senorita peeking archly over the top of a barrel of boiler compound. Much can be done, however, by sketching South American geographical scenery as it really exists. The closer you can come in your pictures to what is true, the more confidence you can establish in the mind of the reader. Linking up a pair of castanets to a steam shovel is like attempting to interest New England buyers by a picture of a string of nutmegs draped over the head of a turret lathe.

Pictures and copy should fit the market, else their purpose fails, and many amusing stories might be related of American manufacturers who have tried to get their message across in terms of good American slang. Expressions which in this country are perfectly understandable are quite the reverse to the Latin-American reader, and often either cannot be translated into Spanish or when translated mean quite the opposite of what was intended. And this applies to general terms as well as to idiomatic expressions.

Thus, the word "cheap" means to the American buyer that the product is likely to be of poor quality. Cheap, in our American market, is associated too closely with the word "shoddy" to render it particularly good as an advertising term, hence the common adoption of the better word, "econo-

nical." Applied to South America, however, the word "cheap" may be readily translated into Spanish and the negative association of poor quality does not apply. The South American reader sees in the word only the fact that the article is low in price, or that the operation means a saving. Thus, Cheap Production is a better term for this trade than Economical Production.

Unless the American advertiser to South America be continually on his guard, he will stumble into many traps when attempting to transpose his English copy into Spanish. This is because the country is divided into so many different self-governing sections, each Republic having adopted certain terms of its own, which are peculiar to its own people. An expression perfectly permissible to describe the operation of a machine to Argentines, for example, may not be understood at all by the inhabitants of Chili, who have a different word of their own to describe the operation referred to.

The solution of the problem is to find the common word or engineering expression understood by all; the language of the trade as it were, and this requires the expert services of a skilled translator who is thoroughly familiar with the different shades of language which distinguish Latin-Americans of one country from another. The piece of English copy written by the president of a machine-tool concern in Cincinnati and given to the stenographer to translate (because Bessie is studying Spanish) is doomed to failure. Bessie will likely describe some part which, while understood in Ecuador, means a burlap bag to its sister Republic. The key to the problem lies in finding the engineering term common to both.

The South American market looms big right now to American manufacturers. It lies within our grasp to make our advertising effective and to build up a strong confidence in the minds of the South American purchaser toward American goods. Just how great



# The Blackman

ADVERTISING

## We have no FORMULAS

**M**OST workers are tempted sooner or later to standardize their formulas.

The stomach specialist traces all bodily discord to the stomach. The furniture maker who specializes in one period comes to have a contempt for any other. The real estate mortgage broker sees nothing but speculative risk in railroad bonds.

The advertising agent does not escape. He is tempted to standardize copy, art and typography. Sometimes he sincerely believes he has found a universal panacea.

Fortunately bugles, beans and bonds each have their individuality as merchandise. Furthermore, no two bugle, bean or bond houses are alike. Possibly no two would thrive best on the same space or in the same list of media.

To our minds the final test of an advertisement is

this—"Has the essential character of the merchandise and its maker been revealed in the most attractive light?" We believe that it is our business to reveal the advertiser's individuality—not our own.

Works speak louder than words.

We produce many kinds of effective copy—reason-why, institutional, story, inspirational, humorous—our Copy Department has a list of forty-two kinds. We produce many kinds of art work. We use many kinds of type.

To paraphrase the headline on one of the early Vacuum Oil Co. advertisements for Gargoyle Mobiloids, "No one type of advertising will suit all businesses. *This is absolute!*"

If your advertising isn't You, our assistance may be exactly what you need.

**Company** **New**  
95 MADISON AVE. **York**

this confidence will be within the next few years depends largely on the sort of advertising copy we place before the Latin-American reader. The right kind of advertising will build a healthy trade and establish respect, while the wrong slant will retard the progress which goods of American manufacture deserve. The responsibility which is thus imposed on our advertising is weighty. It will pay every American advertiser to South America to appreciate this responsibility.

### B. V. D. Booklet to Head Off Infringers

**I**N connection with the article in PRINTERS' INK for June 3, "Trade-Mark Protection Is Up to You," it is interesting to note the recent publication by the B. V. D. Company of a booklet designed for distribution among the retail trade, and containing a brief résumé of the company's activities against infringers of its trademark rights, together with a statement of its determination to continue to protect its rights in the future. The idea is not altogether new, but the book is worth special attention because it seems really likely to accomplish its purpose of preventing innocent infringements, and warning the deliberate infringer that a trespass may prove costly.

The difficulty with most publications of this sort has usually been that they were written in such ponderous legal phraseology as to be unintelligible to the average layman, or else they resolved themselves into a complete pocket compendium on the art of infringement, something after the order of a text-book on counterfeiting or forgery.

In the opening paragraph the case is cited of "certain gentlemen whom we have no desire to humiliate by naming them," whom a Pennsylvania court mulcted of the sum of \$1,200 for six sales of underwear purporting to be B. V.

D., but which happened to be something else.

The text goes on with some general remarks upon the subject of trade-marks, cites the fact that during the past twelve years the company has obtained twenty-seven decrees protecting its trademark against infringement of one kind or another, and sums up briefly the legal status of "B. V. D." as defined by those decrees. A list of thirty-six different expressions—like "As good as B. V. D.," "Imitation B. V. D.," "P. V. D.," "M. H. P.," etc.—which have been actually prohibited or penalized is given, with the warning appended that any similar expressions are equally dangerous.

At the end of the book the decree of the Pennsylvania Court against the unnamed gentlemen is printed in full, together with the significant order that "the defendants pay to the plaintiff the sum of twelve hundred dollars . . . together with the plaintiff's costs and disbursements in this action."

### Sears, Roebuck Get Big Returns from Color Pages

The value of colors can be demonstrated by the fact that Sears, Roebuck and Company in one of their catalogues had two pages devoted to advertising skirts—one page in colors, and the other in black and white. The prices were practically the same, and the goods were equally desirable; but the returns that came in from the colored page were *ten times greater* than those received from the black and white page.—George Enos Throop, before the Poster Advertising Department, Indianapolis Convention, A. A. C. of W.

### Canada Removes War Tax on Imports

The 7½ per cent war tax which has been levied on all goods entering Canada for some years past has been removed dating from May 19, 1920. A one per cent excise tax is now imposed on all import invoices.

### R. F. Choate Joins Gibbons Agency

R. F. Choate, formerly with the *Sunday World*, Toronto, has joined the staff of J. J. Gibbons, Limited, Toronto.

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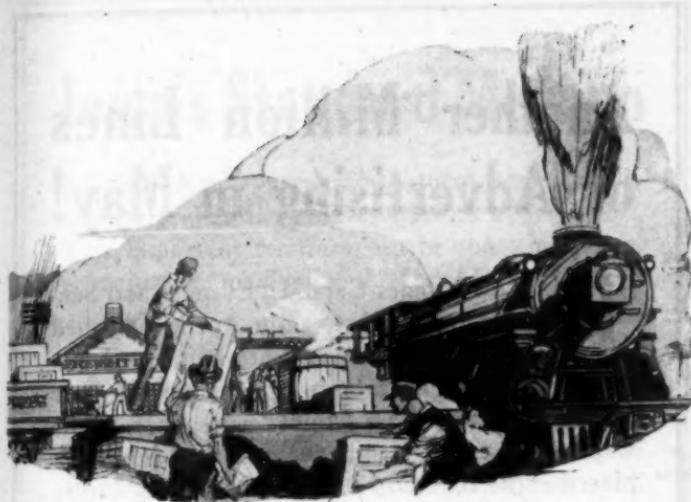
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## wherever the railroads carry hardware

they also carry the magazine **GOOD HARDWARE** every month.

In every store where hardware is displayed, a copy of **GOOD HARDWARE** can also be found.

It is the hardware dealers' magazine. It is making better merchants and it is making better clerks.

And it is making friends and customers for those advertisers who are using its pages.

You would not knowingly overlook an advertising medium that parallels distribution perfectly.

An advertising medium that enters every door that bears a hardware sign.

Then write or wire

### GOOD HARDWARE

Pittsburgh, Pa.

## Another Million Lines of Advertising in May!

THE Des Moines Capital (Evening and Sunday) again, in May, as in April, published over one million agate lines of advertising. This total has never been equalled in any one month by another Des Moines newspaper. The Capital carried over 50 per cent of the advertising placed in the four Des Moines newspapers during the month of May by the 21 largest stores of Des Moines.

## NATIONAL ADVERTISERS USE THE DES MOINES CAPITAL EXCLUSIVELY

As a medium for National advertisers, the Des Moines Capital creates and holds the Iowa markets. The National advertisers who use the Des Moines Capital exclusively are among the largest in the country—such as the Gillette Safety Razor Company, the Packard Motor Car Company, the Welch Grape Juice Company, the Procter & Gamble Company, the Pierce-Arrow Company, the Sheboygan Ginger Ale Company, the Andrews Jergens Company and the Oneida Community Company.

# Iowa's Standard Medium

¶ Rich and prosperous Iowa turns commercially and geographically to Des Moines as its center. This important territory can be thoroughly covered thru the medium of the Des Moines Capital.

## The Capital has the largest circulation of any evening newspaper in Iowa

¶ May circulation for the Evening Capital was 56,812; for the Sunday Capital, 41,699 net paid.

¶ Just as gold is the money standard of America, so is THE CAPITAL the advertising standard of Des Moines and Iowa.

¶ You cover the field thoroughly and economically with one paper and one cost when you concentrate your advertising in

## The Des Moines Capital

*(Evening and Sunday)*

LAFAYETTE YOUNG, Publisher.

O'MARA & ORMSBEE, INC., New York and Chicago



# Does Price Dictation Encourage Profiteering?

Retailers Compelled to Mark Goods Up Whether They Wish to Do So or Not

DEPARTMENT OF JUSTICE  
WASHINGTON, D. C.

June 11, 1920.

*Editor of PRINTERS' INK:*

THE article published in the May 20th number of PRINTERS' INK entitled, "Should the Advertiser List the Retail Price," has come to my attention. I would like to answer the arguments set forth by its author.

The activities of the High Cost of Living Division of the Department of Justice bring to my attention, as Director of its woman's campaign, many specific instances of the danger that lies in manufacturers setting prices on their commodities.

I believe that the definite fixing of retail price by the manufacturer on his nationally advertised articles and the claiming of the right to dictate that price to merchants when they sell these goods is not a step in the right direction to adjust fair price levels for the benefit of the consuming public.

I can point to a number of very recent instances which prove that the fixing and dictation of price by manufacturers tend to make unwilling profiteers of the merchants. For example, a young woman entered my office in Washington within the last two weeks with a pair of nationally advertised and well known brand of silk stockings which she had purchased in one of the reliable stores of the city. She paid a good price for the stockings. The price was indicated by a sticker tag. This tag seemed a bit thick to the young woman and she found upon investigation that it was composed of a number of stickers pasted together one on top of the other. By carefully pulling them apart she discovered that each sticker was marked with a different price and that each one indicated a systematic increase in price over the one next to it.

She took this to the manager of the store and asked for an explanation. She learned that the price had been increased at dictation from the manufacturer. The price of the stockings as they were delivered to the consumer steadily rose in price and the manufacturer demanded that all stockings of his brand already in stock should be marked up to carry a uniform price. Thus, stockings which were consigned to a retail firm at a low price and not sold meantime were marked up to carry a price to tally with products last delivered for sale. The retailer explained that he could do nothing about it. His only course was to obey the mandate of the manufacturer; otherwise his supply of this particular line of merchandise would be cut off. He was not taking his profit willingly but was forced to act as he did by the manufacturer.

I would like to cite another case of the same general character which bears out the argument that price-fixing by manufacturers is not a solution for the problem of high prices which besets us all. My attention was invited within the last few weeks to the complaint of a Washington woman who bought last December a pair of corsets at a corset shop in the city and paid \$5.50 for them. She had occasion to go in the same shop lately and was informed by the clerk that the same identical corset was advanced to \$11.50. In three months the price of this corset was more than doubled! One of the investigators from the Department of Justice was assigned to this case and the report of the investigation revealed that the retail price was dictated to the retailer by the wholesaler and that nothing could be done about it.

Let me illustrate further. One of the largest collar manufacturers who fixes a retail price on

the company's collars has proved unscrupulous in his insistence of authority over the retailer in a case which has come to my notice in the High Cost of Living Campaign. The price of men's collars which was formerly fifteen cents or two collars for a quarter has jumped to thirty cents apiece. Some of the collars already in stock, bought at the old wholesale price, were offered for sale by a certain St. Louis merchant for the old retail price despite the fact that the manufacturer ordered a mark up to a new fixed price after a definite date. As soon as the manufacturing firm learned of this action by the St. Louis merchant the supply of collars for his trade was directly cut off. The men of St. Louis who traded with this merchant were forced to go without collars until he stepped into line again and obeyed to the last detail orders from the manufacturer.

Other cases come to my mind. I understand that one of the largest department stores in New York City was in court lately over a case involving a large talking-machine company. The company was sued for cutting off the supply of machines because the firm was not selling its machines on hand at the latest stipulated price. The firm was awarded \$20,000 damages.

These cases bear out the argument that one of the smartest ways of insuring a good profit to the manufacturer and the retail merchant is to fix a definite retail price. By arguing that he puts forth an article which will be readily salable because it is well known through nation-wide advertisement, the manufacturer ignores the value of the law of supply and demand. In many cases he enforces the acceptance on the part of the retailer of an unconscionable profit, makes it possible for him to be a profiteer whether he wills it or no, and makes his own profit an assured thing. The Supreme Court ruling of some months back which gives manufacturers the right to indicate a price on their commodi-

ties gives him *carte blanche* in this practice and the consumer is often the victim without redress.

Feeling as I do the soundness of the argument that price fixing by manufacturers is often a cloak for profiteering, I cannot help but send the above quoted cases to you and ask for their publication as a convincing answer to the article in your columns which advocates the affirmative of the question.

There is another side to the statement in that article when it says: "Commodities that are not nationally advertised are often sold at exorbitant prices. Some retailers are prone to take advantage of the customer's lack of knowledge of values . . . and the customer being uninformed as to actual conditions, percentage of price raise, etc., swallows the story and then takes it out in 'cussing' the manufacturer and everybody connected with the sale and distribution of goods." Surely, in the light of the cases cited, the manufacturer is revealed in a position which will not enlist the unqualified sympathy of the general public.

EDITH C. STRAUSS,  
Director, Women's Activities,  
High Cost of Living Division.

#### Children Collect Hundreds of Tons of Paper

Public school children in St. Louis collected 566 tons of waste paper in seven months, or since the schools opened last September, according to a report made public by officials. Of this amount 513 consisted of newspapers and 53 tons of magazines. The sale of this paper amounted to over \$15,000. Since the start of the paper-saving movement in the St. Louis schools a total of \$37,800 has been realized. An effort will be made to extend this movement to other cities, and eventually to make it a national movement as one method of meeting the paper shortage.

#### Woolworth May Sales, \$11,320,307

The F. W. Woolworth Company reports May sales of \$11,320,307, the largest for that month in the history of the company. The business for the first five months of this year amounted to \$49,577,596, or a gain of approximately \$7,000,000 over the corresponding period of last year.

# Consult W. S. Crawford on British Advertising

IF you are looking across the Atlantic with eyes on the British Market, write W. S. Crawford who is now visiting the United States on American-British Advertising business. He will be happy to have a talk with any business men who may be interested in trade and advertising in Great Britain.

W. S. Crawford is the chief of W. S. Crawford, Ltd.—one of the leading Advertising Agents and Consultants in London, England. He possesses a wide experience of advertising conditions in the British Isles, is ready to give information—and to place the resources of his organization in London at the disposal of any business for the conduct of any special enquiry.

**W. S. CRAWFORD**  
*Advertising Agency*  
CRAVEN HOUSE • KINGSTON



W. S. Crawford, Ltd., offer the resources of an organized Advertising Force. They supply good service and issue good advertising because they understand the business of marketing and selling. They are ready to prove by demonstration the value of their work to many of the largest advertisers in Great Britain, and to explain their methods to any manufacturing or other business interested in American-British Trade and advertising expansion.

*Write care of PRINTERS' INK, 185 Madison Ave., New York*

# AWFORD LTD.

*agents and Consultants*

KINWAY · LONDON, W. C. 2

# When Is It Wise to Extend the Quality Trade-Mark to Other Goods?

How the Question Was Answered in This Instance

By John Allen Murphy

INTO the life of almost every manufacturer will come some time the troubous question whether or not it would be advisable to expand the scope of his trade-mark. If his reputation has been built on the old brand, is it wise for him to risk it by extending the use of the brand to merchandise of a different quality from the original product?

Off-hand, the side-line observer would say, "Nix. Better stick to the plan on which your success was founded, old man. Those additional goods which you intend to put out under the old brand may be all right, but you are headed for trouble. The public will be suspicious. They will think that you are tampering with your ideals and will accuse you of trying to ring in the cheaper goods under your high-class label."

But the matter cannot be disposed of so lightly. There is a lot of truth in the remarks of the side-line critic. Nevertheless, a condition does sometimes arise in the affairs of an established business where the extension of the primary trade-mark to goods of other quality seems like a logical and sensible procedure.

Such a situation recently arose in the councils of the California Fruit Growers' Exchange. A number of reasons came up which appeared to make it advisable to extend the Sunkist regulations to include fruit which now goes under other brands. These other brands may be just as good in eating quality as the major brand fruit, although they may not be quite so attractive in appearance.

The principal reason for making such a change would be that many markets naturally prefer fruit that is below Sunkist specifications. Of course it is very

important that the exchange have such markets, as they enable it to sell this secondary grade of fruit. But here is the interesting thing that is happening. The national advertising of the company, in behalf of Sunkist, is reaching all sections of the country and is gradually educating the people everywhere to ask for Sunkist, even in those markets that have preferred the secondary grade. Thus the lower grade market is disappearing, and consequently it will become harder for the organization to find an outlet for what is now known as its "Choice" brand of fruit.

## THE REASONS FOR THE RECOMMENDATION

It, therefore, seemed to be a prudent step to include some of the "Choice" grade under the Sunkist wrapper. This course was recommended by the management, after a conference with the sales managers, department heads and division managers. A report was issued to the board of directors giving the reasons for the recommendation. Here are a few brief extracts from it:

"There are certain elementary factors concerning the California citrus business and our advertising which should always be borne in mind:

"1. We are obliged to sell the fruit as grown, having no control over grades, sizes, etc.

"2. Probably one-third of our fruit is below Extra Choice grade.

"3. The lower grades are more difficult to sell than the higher.

"4. The proposition is to not mix the grades, but to allow Sunkist wrappers to be used on the 'Choice' grades only.

"5. Our advertising is directed to the consumer.

# George did it!

**ASIA got a subscription from George, by George!**  
 It's going to be sent to Buckingham Palace regularly—which means that not only the King but the Queen and others will read it. And yet, we weren't a bit bestirred when the subscription came in, because every month in this country ASIA goes into the homes of 50,000 royal families.

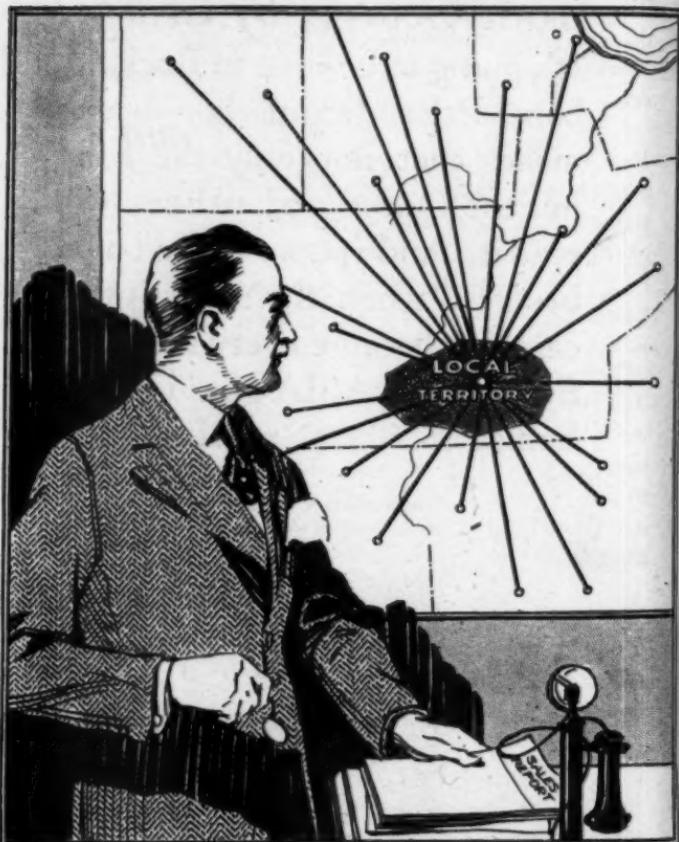
**RAYMOND A. BAECKE**  
*Director of Advertising*



**ASIA PUBLISHING COMPANY, 627 Lexington Ave., New York**

In the West: SEARS & IRVING, Peoples Gas Building, Chicago

# AUTOMOTIVE SALES DEVELOPMENT —



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**THE SERVICE**  
TROY  
NEW YORK      **Automotive Sales**

Our exclusive work for the past two decades! Work, the duties and opportunities of which we have naturally developed in ways rarely (if ever) dreamed of in sales-manager philosophy!

The Service Corporation plans and executes, to the ultimate detail, programs of sales expansion that begin where practically all "usual" departments maintained by the manufacturer—and all efforts projected by his advertising agency—leave off.

For instance, in the short space of twenty-one months, one manufacturer-client has had his retail outlets increased 350%; is adding largely to his former buildings; and has increased his one-time stature of "local builder" to the point of national recognition, popularity and prestige. From Canada to the Gulf and from coast to coast the trade knows and boosts this manufacturer's line. And the "peak" of his prosperity is not yet!

The number of our clients is, from the very caliber of the service we render and its results, limited. We should, however, like to have a small number of those executives, who are looking ahead to the period of *selling*, examine the unusual portfolio exhibits of our work for this client. And incidentally, learn how his organization feels toward The Service Corporation!

The Obligation involved is not one of purchase—it is merely that of justice to the needs of tomorrow, plus a lively remembrance of what the "survival of the fittest" means in this highly competitive industry. For the arranging of an appointment, please address our Detroit office.



**CORPORATION**  
**Development — DETROIT**  
**MICHIGAN**

June 17, 1920

"6. Our advertising is fundamentally not competitive; but building it around Sunkist makes Sunkist fruit competitive with all other, including our other grades.

"7. Our advertisements do not feature grade, but eating quality—uniformly good.

"8. It is impossible for Sunkist to represent a uniform grade with the different conditions in different districts and houses; as to grade, it only means above a certain minimum.

"The reasons for the movement to extend the use of Sunkist over the 'Choice' grade are several:

"The matter was first discussed several years ago, at the time we commenced using the national magazines. Because their circulation covers all markets, including those where 'Choice' grades have been sold almost exclusively, not only is this circulation largely wasted, but it was seen that if the advertising was effective, a demand would be created for Sunkist which the trade would not be able to supply, and if it was strong enough to cause the trade to order Sunkist in these long-established 'Choice' markets, it would be to our disadvantage, as we desire to have them continue using 'Choice.' If the demand in all markets is for fancy fruit, the 'Choice' will be increasingly difficult to sell. A demand for Sunkist has developed in 'Choice' markets and there is also a demand for our advertising material and dealer helps, all of which feature Sunkist and, except which, we have nothing to furnish the retailers.

"Against the inclusion of 'Choice' fruit under Sunkist, is the question whether the consumers will criticize good-eating 'Choice' fruit. This, we think, is the only danger to be feared.

"On the question of what the consumers think of Sunkist as to grade or appearance:

"We must remember that there is now a very wide range between the different brands of Sunkist, because of the difference in the fruit in different sections and different ideas on grading among houses. Between a minimum

grade Sunkist Navel from a coast district and a Fancy Sunkist Navel from the best interior sections, there is a very wide difference in appearance and, of course, in price and value. There is the same difference between Valencias from different districts, particularly late in the season. Our Sunkist regulations simply outline a minimum grade; including the 'Choice' would only reduce that minimum and further widen the spread. The trade knows of these differences and they make their purchases by brands and inspection, buying the grade and quality of fruit which is satisfactory to their trade and which they can sell at a profit."

It is not necessary to go into the arguments for the change any further. The vital thing about the whole affair is that the board of directors, after getting the sentiment of the growers, rejected the proposition. The general significance in the incident is that it furnishes us with a star illustration of the jealousy with which seasoned advertisers guard their trade-marks. This is especially significant because of the number of advertisers involved in this instance—10,000 of them. One would naturally suppose that these men would desire to get as much of their crop under the profitable brand as they could, but these hard-headed farmers, who are supposed to be advertising amateurish, unhesitatingly cut off the profit prospect for the sake of avoiding the risk of injuring their trade-mark.

Yet the management's proposition had a fundamentally sound justification. In proposing to broaden the scope of the Exchange's famous brand, these men were doing no more than suggesting what has been successfully done in numerous other fields.

#### Northwestern Canners Plan Campaign

A. Rupert and Company, canners of fruit and vegetables, with plants in Oregon and Washington, plan a national advertising campaign for 1921. The account has been placed with Vincent & Vincent, Portland, Ore.

## Why the United Drug Company Chose St. Louis

J. N. Staples, Jr., vice-president and general manager of the United Drug Company of Boston, in a letter gives the following reasons why his company chose St. Louis for its new \$3,000,000 factory, in preference to other cities. "Among the reasons which influenced us to locate our middle western laboratories in St. Louis were these:

- 1—Land is cheaper.
- 2—Building construction is cheaper, so that considerable saving in interest on the investment was made.
- 3—Light, heat and power are cheaper.
- 4—Tranquil labor.
- 5—Excellent shipping facilities.
- 6—Waterways shipments in addition to railways.
- 7—Atmospheric conditions superior for our purpose.
- 8—St. Louis is getting to be nearer and nearer to the center of population of the United States.
- 9—A saving in the freight on incoming commodities."

These statements by Mr. Staples are not unsupported claims, but are logical deductions from keen tests applied by the United Drug Company before it spent \$3,000,000 to erect a Mid-West plant in St. Louis. The booklet, "St. Louis as a Manufacturing Center," will interest you. A letter will bring it.  
Address

*Director New Industries Bureau*

**St. Louis Chamber of Commerce**  
**St. Louis U. S. A.**



# SYSTEMS

*Prepared by The H. K. McCann Company*

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# Art in the Press Form

**Y**OUR master printer is an artist. A distinctive letterhead may be his subject. He will strive to express in it the personality of the one whose signature it is to bear. His materials are fonts of type, ink and good paper. The latter, he knows, is essential in turning out a clean, fine impression of the type face — its delicate serif or shade line.

The Eastern Manufacturing Company has studied those problems of the printer that pertain to paper in the making. It has also followed with interest the success of the United Typothetae in standardizing printing practices.

As a result, Systems has been made a bond of exceptional quality by its rag-content and careful loft-seasoning. Your printer knows it is dependable.

Systems Bond is the standard bearer of a comprehensive group of papers — a grade for every Bond and Ledger need — all produced under the same advantageous conditions — and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.

EASTERN MANUFACTURING COMPANY

501 Fifth Avenue

New York, N. Y.

Mills at Bangor and Lincoln, Maine



# BONDE



*The Rag-content Loft-dried Paper  
at the Reasonable Price*



## Realism In Posters

**A** PELLES, the first great realist in painting, added to an exactness of technique a rare grace. While his fruit deceived the very birds, his art silenced the critics.

**I**f you desire a realistic rendering of your product tempered by artistic judgment, the Commercial Poster Company will please you.

**I** Recently there have run thru our presses some posters which in the combination of fact and fancy signalize a new era in poster making.

**I** Whether a painting is created by your artist or ours, it will receive the most studious reproduction in our plant.

**I** Your request for proposals on lithographs will have the personal attention of the President of this Company.

### The Commercial Poster Co.

A. R. McCandlish, *President*

6545 Carnegie Avenue

Cleveland, O.

# An Adventure in Housekeeping

What I Found Out in My Own Home in One Day That Will Affect My Work as an Advertising Man for a Long Time to Come

By Garrett K. Brown

**L**AST winter my wife and I decided to break up the monotony of the winter and forsake our little home in the suburbs for a few weeks. She went West to visit her family and I took a room in the city.

Before leaving I had a plumber come and turn off the water and drain off the pipes and turn off the gas. Then I locked the front door and took the 10:18 to the city for a few weeks of bachelorhood, taking my silverware along with me in a grip to leave in a safe deposit vault.

The first interesting thing I learned was that it would cost me only fifty cents to leave this grip full of silver in the safe deposit vault for a month. I had supposed that it would cost two or three dollars at least. As an advertising man it struck me that here was something that banks ought to get across to their customers. A line or two in their newspaper ads would help, and an insert to enclose in the monthly statements just before the vacation season, would be good publicity and add to the profitability of their vaults, besides adding customer good will. I certainly feel very kindly toward my bank for relieving me of all worry and care about my silverware for fifty cents. I have told half a dozen of my acquaintances about it already, and only one of them had any idea that the rate for keeping a grip full of silver was so low. I imagine they had been in the habit of hiding their silver when they went away, and probably in the place that any journeyman burglar looks first of all—behind the bath tub!

Well, about a month later we planned to return home and I took Saturday off to open up the house, get the water turned on and the heater going in anticipation of my family's return on Sunday morn-

ing. Then it was that I began to get some valuable impressions of the housekeeper's job. I actually became a housekeeper for a day.

At first I had no idea of doing anything but open up the house, get the water turned on (the plumber came to officiate at this), start the furnace, make up the beds that had been left open to air, and perhaps make a few sketchy swipes with the dust-cloth over the horizontal surfaces of the main pieces of furniture. I say that is all I intended to do. But after the plumber had found that the sewer pipe was frozen up and had tramped upstairs and down and sloshed around in the kitchen and the tiled bathrooms for three hours, I decided that I was in for a cleaning bee. For any neat woman to have entered that house as it looked by eleven o'clock that morning would have been to do a regular Mutt-and-Jeff dead flop in the front hall, without even entering the kitchen or the bathrooms.

## THE MAN LEARNS WHY, WITH WOMAN'S EYES

Well, I started in on the lower floor first. I got out the vacuum cleaner and went after the hall rug, which was a sight. Inside of three minutes I learned several things about vacuum cleaners. I learned among other things why it was that my wife had insisted upon buying that particular vacuum cleaner which was not nationally advertised in preference to the advertised one that I had suggested. Furthermore, I was convinced she had made a wise selection. In fact, I began at once mentally to write an advertisement for this particular vacuum cleaner; I conceived the key-idea for a campaign, and doped out the illustrations and some graphic stunts for putting the idea over in a very definite way.

June 17, 1920

I learned also why it was that aluminum is a very poor metal for one certain part of this cleaner which my wife or the maid had broken twice, and which the company had replaced without cost to us but not without expense to itself. If the company's service and parts expense is too high I can tell it why—or at least part of the why.

I got so interested in this vacuum cleaning business, and the hall rug looked so fresh and bright after I had cleaned it, that I decided to clean the rugs in the other rooms. I discovered very soon why rugs with fringed ends are not more popular; in fact why a manufacturer may be bucking very strong sales resistance by putting out fringed-end rugs. In the old days of broom sweeping they may have been all right, but they are an awful nuisance when you are working with a vacuum cleaner. The fringe either gets sucked up into the mouth of the suction end of the machine, or else it gets tangled up in the rear wheels.

Concentrating thus on rugs, and rubbing their nap up the wrong way, I really became acquainted with our rugs for the first time. I saw where they were beginning to wear, and why they wore at those particular places. I don't know how or when it will be, but I have a feeling that some day my better acquaintance with those rugs is going to be useful to me in an advertising way.

After finishing all the rugs in the house, I got out the dustless mop and went over all the floors around the rugs. I found corners particularly hard to get at. Theoretically, the mop I was using was designed to get into corners, for it was sort of heart shaped. But half the time when I tried to turn the thing so that the point would fit up into the corner, the handle would come loose, if it didn't actually unscrew and come off. As a man I knew how I could fix that handle so it would not come off, but as a housekeeper I didn't: I just put up with it, though with very poor grace. Undoubtedly my wife and

our ex-maid had been doing the same for a long time. The manufacturer ought to look out for that feature of his product.

The floors duly dustlessed, I started in on the bathrooms. The white enameled tubs were a mess. There were tide marks where the plumber had filled them with dirty water.

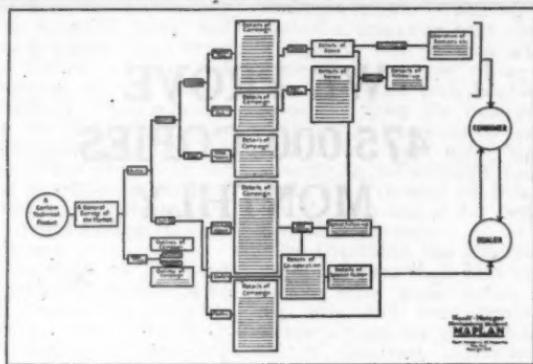
#### BON AMI AND OLD DUTCH SHOW HOW IT IS DONE

I recalled an advertisement in which a woman said that she had found bath tubs peculiarly hard to clean because the dirt and grease wanted to just smear around instead of coming off. But she said she had found Bon Ami excellent for bath tubs because it absorbed this grease and dirt and took it along with it.

This seemed reasonable, so I started to look for some Bon Ami, a can of which I found on top of the medicine chest in the front bathroom. (I have since learned that my wife got this idea of keeping a can of Bon Ami in the bathroom from a suggestion in one of the advertisements for that product.) It did just what the advertisement said, and I found that I was very much pleased and ready to recommend it for bath tubs.

Next I went after the tile floors. They were pretty dirty. I debated for several minutes whether I should tackle them with Bon Ami. I did not see why Bon Ami would not clean them, yet a back cover ad that had run in the women's magazines kept flashing into my mind. It showed a section of a tiled bathroom floor and a scrub brush (I think) and a can of Old Dutch Cleanser. Apparently that was what I should use to clean tile floors. So I went in search of Old Dutch to chase dirt for me, and sure enough there was a can of it in the kitchen.

I got down and scrubbed. It was surprising to me to see what a very different and definite picture I got of the housekeeper's job, down there on my knees on the bathroom floor, all alone in the house and far from the office



**To a** *Manufacturer of  
Automobile Accessories*

The "Maplan," as originated by Hanff-Metzger, Inc., has been conspicuously successful as a means of depicting graphically to our clients every detail of a comprehensive merchandising and advertising campaign.

The general form of the "Maplan," as developed for an automobile accessory manufacturer, is shown above. For each client, of course, the whole arrangement is quite different, as varying elements affect the problem.

The Technical Department of Hanff-Metzger, Inc., is particularly well equipped to build a complete plan for, and handle the subsequent campaign of, any manufacturer of technical products in the automotive field.

**Consult us now, and work with men who know.**

*Francis Juraschek, Technical Department*

# Hanff-Metzger, Inc.

### *Advertising Agents*

**95 Madison Avenue**

## New York City

June 17, 1920

**WE PROVE  
475,000 COPIES  
MONTHLY**

**NOT A SINGLE SUBSCRIBER  
IN ARREARS**

**\$1.90 *the Agate Line***

*The*  
**HOUSEHOLD JOURNAL**

The Small Town Magazine With a Mission

**THE HOUSEHOLD JOURNAL**

**CHICAGO**  
2003 Harris  
Trust Bldg.

I. E. SEYMOUR, Adv. Mgr.  
**BATAVIA, ILLINOIS**

**NEW YORK**  
140 Nassau  
Street

and advertising. I found myself getting into an ultimate consumer attitude on woman's work and problems to a degree I had never approached before. I was not merely thinking of the house-keeper objectively; *I was a house-keeper* for the time being. Not but that I have helped around the house more or less all my life, for I have; but somehow on this particular occasion I saw things very differently; I was looking through woman's glasses.

I began to think of the need for new household appliances to banish still more of the drudgery of housework. And I began to have a greater appreciation for existing labor-saving devices. I wondered as I worked if my wife or our ex-maid thought as much about this while she worked at the same old routine jobs day after day as I was thinking.

#### COPY-WRITER'S DRILL

All sorts of phrases and sentences and headlines for ads for housekeeping helps jumped into my mind. I believe if I had sat right down on the floor beside that scrubbing bucket I could have written some very effective copy for several products and appliances.

Finishing with the bathrooms, I dusted, and in doing so I understood very thoroughly why modern women prefer plain furniture, entirely aside from its appeal to the eye. It is so much easier to dust. Of course, I had always known this in an academic way, just as I have known many other things about housekeeping; but now I was experiencing it as an insider, an actual housekeeper. During the next forty-five minutes I learned a great deal about furniture and furnishings that I haven't crystallized into definite ideas as yet, but which I am morally certain will be of value to me from time to time in my work.

Lastly, I tackled the kitchen. It had been "picked up" and clean when my wife left, but the plumber had made a mess of it, especially the floor. I looked at that floor, covered with an old

linoleum. How did one clean linoleum, anyway? Into my mind flashed a magazine page showing a woman with a mop shaking some Bon Ami out of a sifter can, with some such heading as, "Just the thing for linoleum."

Mentally I registered greater respect for "new uses" type of advertising, for certainly I should never have thought of Bon Ami for linoleum had it not been for that advertisement.

As I scrubbed this old linoleum my mind went back to a certain evening many weeks before when my wife had been reading a woman's magazine and had shown me a linoleum advertisement showing a kitchen covered with a plain blue-and-white checked linoleum that looked very bright and clean. At the time she had remarked that "some time" she would like to have linoleum like that on our kitchen. She doesn't know it yet, but before I had finished scrubbing that grimy old linoleum I had decided definitely that her "some time" was going to be very, very soon.

Which led me to wonder why more advertising of such things as linoleum and washing machines and electric irons isn't addressed to *men*. I'm pretty well convinced that the women are sold already, but they haven't the entire say and they got tired of *hinting* for things. So they struggle along for years with old-fashioned irons, or a warped old tin toaster, for instance, while the money we men spend on cigars and tobacco in one month would buy them an electric toaster or a gas or electric iron. I'm going to give a heap more consideration to men from now on when I'm advertising anything connected with the home; I've had my eyes opened.

Well, finally I finished with the house cleaning and then I went to market, armed with a grocery list which my wife had mailed to me.

"I want a can of good peas," I said, reading from my list.

"Medium priced?" asked the clerk.

I hesitated a moment. I had

got into the spirit of this house-keeper idea and I was going to be as ultimate-consumerish as I knew how.

As I hesitated the clerk went on, "We have them for eighteen cents, twenty-five and thirty." Whereupon I immediately, almost unthinkingly, replied, "The twenty-fives, please," thereby illustrating the wonderful effectiveness of the medium price as a sales factor.

The night we had those peas for dinner I found that I had made a mistake. My wife said that if the clerk had known the peas were for her he would not have asked the price at all but would have handed out the thirty-cent ones—the "best." It strikes me that there is considerable food for thought in her definite knowledge of that. I confess I don't know yet just where the thought leads.

In fact, this whole "best" idea interests me. I noticed on the grocery list my wife had sent me that she had "1 lb. best prunes," and "1 lb. best butter." That is a very loose term and invites price tricking on the part of an unscrupulous merchant. Evidently butter and prunes aren't well enough advertised yet to make a sufficiently definite impression of a particular brand. Perhaps the "best" habit is more strongly entrenched than other shopping habits, and is too costly to overcome in such staples. However, I have my doubts.

Making women specify a certain brand of bacon would seem to be almost an impossibility, but consider the wonderful success of the Beechnut people, to say nothing of several others. In fact, in that very connection, I found Beechnut bacon on this grocery list, with the word Beechnut underlined. They had none of the sliced Beechnut bacon in package form, and I found myself saying, "Well, then, give me a glass jar of Beechnut," in spite of the fact that they had other bacon, all sliced and rather tempting, right out on the counter.

After finishing my marketing I went to a restaurant and had

supper and went home. I was utterly tired from my day's work and felt like sinking into a comfortable chair and reading a good book—not one of the old standbys, but some new and refreshing book of the day. I wished that someone were coming home to me and would bring me such a book—just as I suppose thousands and thousands of women are wishing every night. Yet somehow the book publishers have never got that across to us husbands. I take home candy on Saturday nights; hereafter I'm going to surprise my wife frequently along about Wednesday nights with just such a book as I wanted that evening. I'm not sure that the publishers might combine to advertise us all into a weekly book-night, with some such slogan as, "Saturday night candy; Wednesday night a book." A whole national campaign might be built up around that slogan.

I could go on for another page or two, telling the impression I got as a housekeeper, but perhaps I have told enough to give an idea of the many impressions and angles I got on advertising and merchandising from one day at keeping house. I got an objective view of advertising that I can't shake. It makes the answers to certain problems that I have been facing stand out with remarkable clearness. Looked at through a housekeeper's eyes the problems are simple in the extreme and their solutions are very clear. Copy almost writes itself, and very definite illustrations suggest themselves.

Certainly the experience was one of the greatest advertising lessons I have ever had and I recommend to every advertising man that he eagerly seize the first opportunity to keep house for a day or two in the same thorough manner if he wants really to do effective advertising of almost anything that goes into the home. It may result in the upsetting of some pet ideas and theories, but it will be a very healthy experience and furnish material for mental mastication for many weeks.

The International Triangle logo consists of a black triangle containing a stylized monogram 'IDC'. Three circles are attached to the vertices of the triangle by lines, forming a chain-like appearance.

**Window Displays**      **Counter Displays**

## The International Triangle

**Y**OUR goods, your dealers, your consumers—

There you have the three factors that must be understood to produce successful store display material.

When our mark, the International Triangle, appears on your window or store displays, you are furnishing your dealers with sales helps based on an understanding of these three factors.

This Triangle is the symbol of experience, analysis, research and specialization in the dealer display field.

**The International Displays Company**  
Cleveland, Ohio

## What the Home Folks Think of Southern Hardware and Implement Journal

THE home folks think of this publication as a big factor in the southern hardware and implement trade—else they wouldn't take the trouble to prepare contributions for its pages. And it's these regular contributors from big, progressive business men which stamp this publication as one which is read and which is relied upon as an authority in its field.

Following are a few of the home folks—leaders in the southern hardware and implement trade and most of them regular contributors—who have furnished special articles for recent issues of SOUTHERN HARDWARE AND IMPLEMENT JOURNAL:

J. R. GAMBLE, Past Pres., Nat'l Retail Hardware Association.  
 R. A. ROBINSON, of Robinson Bros. and Co., Louisville, Ky.  
 C. H. IRELAND, Pres., Odell Hardware Co., Greensboro, N. C.  
 WILLIS TIMMONS, Secy., Crumley-Sharp Hardware Co., Atlanta, Ga.  
 GEORGE E. KING, Pres., Southern Hardware Jobbers' Association.  
 DAN SCOATES, Agricultural Engineer of the Texas A. and M. College.  
 R. O. NOOGIN, Pres., Alabama Retail Hdw. & Impl. Association.  
 BRUCE KEENER, Jr., of C. M. McClung and Co., Knoxville, Tenn.  
 DILLON AKERS, Mgr., Auto Equipment Dept., King Hdw. Co., Atlanta, Ga.  
 SAM J. HOUSE, of House-Bond Hardware Co., Memphis, Tenn.  
 W. C. WADDELL, Pres., Tennessee Retail Hdw. & Impl. Association.  
 W. C. THOMAS, Past Pres., Southern Hardware Jobbers' Association.  
 M. L. NICHOLS, Agricultural Engineer, Alabama Experiment Station.  
 JNO. F. H. BARBEE, of Orgill Bros. & Co., Memphis, Tenn.  
 A. E. KULL, of the A. E. Kull Implement Co., Oklahoma City.  
 SIDNEY GLASS, Mgr., Buckelew Hardware Co., Shreveport, La.  
 J. D. RODGERS, of Phillips and Buttoff Co., Nashville, Tenn.  
 C. B. HUNT, Jr., Mgr., Pitard's Sons Hardware Co., New Orleans, La.  
 J. M. CAMPBELL, Pres., National Retail Hardware Association.  
 J. O. NEWBURY, of the Huey & Philip Hardware Co., Dallas, Texas.  
 C. B. KNIGHTEN, Secy., Blakely-Clark Hardware Co., Ennis, Texas.  
 J. SCULL, of Scull, Swain and Wallace, Sherman, Texas.  
 T. W. DIXON, Sec'y-Treas., Hardware Association of the Carolinas.  
 R. L. WOODRUFF, Mgr., Woodruff Hardware Co., Winder, Ga.

These leaders in southern hardware and implement activities ought to know what trade paper is pre-eminent in their field—and you may be sure that they wouldn't take the time to write for a paper which they didn't consider the leader.

The prestige of any trade paper is very largely determined by the character of its reading pages. These two dozen home folks are but a few of the trade authorities who have helped to give unquestioned prestige to SOUTHERN HARDWARE AND IMPLEMENT JOURNAL.

**W. R. C. SMITH PUBLISHING COMPANY**  
 Atlanta, Georgia

Publishers of Cotton, Southern Engineer and Southern Hardware and Implement Journal

# Selling the Straw Boss

Don't Neglect Instilling the Right Attitude in the Foremen Who Come in Direct Contact With the Men

By George Robert Harris

THERE is not a single business of any size within the borders of the United States but is represented in a chamber of commerce of some sort. The American business man is eager to learn new methods of doing business and developing markets for his products both at home and abroad. He will pay, and pay well, to find new and better ways of selling his goods. His commercial relations with his fellow manufacturers both at home and abroad are highly developed and in a high state of efficiency.

But how many of the Americans who devote time and money to developing their commercial relations ever realize that the basis of those commercial relations are strong, sound, INDUSTRIAL RELATIONS with the workers in their own plants? How many manufacturers having some sort of a personnel department ever go further? What do they do to maintain good relations with their employees? What are the manufacturers doing to teach their workers that there is a unity of interest between them upon which depends the success of that industry and the pay envelopes of the employees?

This vital necessity of educating the worker and getting his co-operation as a basis of industrial peace is well brought out in the report of the Industrial Conference called by President Wilson last December. The report says in so many words that the right relationship between employers and workers can best be promoted by the "deliberate promotion of that relationship" within the plant itself. Its object should be to organize unity of interest and reduce the area of industrial conflict. Such organizing work will supply

the human relationship lost when industry developed to such large proportions. Managers, too, will realize the responsibility of knowing their men as well as they know the materials that go to make up their products. Such educating programmes will develop the responsibility, right and duty of employees to know the industry, its production processes and policies and show the workers that their right relationship to the joint endeavor will bring creative work and a larger return for their labor in their pay envelopes.

Every manufacturer, every business man, has to face the problems constantly arising under the general title of industrial relations. Not a single, solitary manufacturer but realizes that soon, and in some manner, the friction between employer and worker that now is playing hob with national production must be wiped out in order that American industry can move forward and keep pace with the markets at home and abroad.

There are dozens of causes to which are carried the blame for strained and irritating relations between manufacturers and their employees, but as Bill, who is a workman, says—"You can bet a darn big lot of 'em can be tracked back to petty, 'straw' bosses." Just listen to Bill's remarks:

"Why, by golly, I get all het up over the thing," says Bill: "here are hard-headed business men who spend thousands to sell their products to the public, and they let these guys with a little authority heave a rock into their industrial machinery every once in a while. Why don't they train their straw bosses, their foremen; sell their jobs; sell all their workers their jobs just as well as they sell their products?"

"Why, one petty tyrant of a straw boss or foreman who knows

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Reprinted by permission from *New York Commercial*.

June 17, 1920

his trade, of course, but who has never been trained to handle men, can till and sow more ground for Boris, the Bolshevik, to harvest than Boris can till and sow in a thousand years. Just suppose, for instance, that here is a factory that employs a thousand men, and in the factory there are three foremen who irritate the men under them in a dozen little ways. Their actions have nothing to do with the work; it's just their attitude and the way they speak to the men. Oh, don't shake your head, I know; I've been through the mill and had it happen to me, too.

"The men will get sullen, just like I did, then bitter, and begin to talk with other workers in the plant, and soon the whole plant is fighting mad. Then some morning in comes the foreman after a row at home, perhaps, harangues some workman for something or other. That's the spark. Zing goes the powder barrel, in steps Boris, the Bolshevik, and Mr. Manufacturer wakes up with a nice, costly strike on his hands, his plant tied up and no goods to sell.

"Gosh, don't you think he'd have done better to have taken some of those straw bosses, trained 'em; sold 'em their jobs so that they could have sold the workmen their jobs, too, instead of drivin' 'em out o' the shop? I do."

### Thrift Must Be Advertised to Women

The women alone can win the country back to the habit of saving and bring its potential resources into action. Their's is the responsibility. Thrift is a social habit; it has very little to do with economics. The women are the rulers in the social world, the makers of fashion and the judges of propriety. Our grandmothers considered it a part of their duty to encourage right habits by example. They disdained display and ostentatiousness, and held to simplicity and dignity—to a dignity that was as serene in a butcher shop as it was in a drawing-room, and that depended upon nothing in the way of "props" beyond a sense of character and an appreciation of the doctrine of *noblesse oblige*. Something like that is needed to-day.

It is quite impossible to make the mere act of secluding oneself in the far corner of a luxurious limousine impressive—it is too common. There

is nothing worth while but character, and character rests upon a sense of responsibility. Let the women of the clubs and of fashion set the example.—Bulletin of American Exchange National Bank, New York.

### End the Squeezing! Organize!

MONTCLAIR, N. J., June 10, 1920.

*Editor of PRINTERS' INK:*

I have read with a great deal of interest the article that appeared in your June 3 issue entitled "What If There Should Be a Brotherhood of Consumers?" by E. St. Elmo Lewis.

In my judgment, this suggestion is one that should receive the support of business men in general, because if the so-called "middle classes" were organized nationally, business would be free from the attacks of labor on one side and the pressure of capital on the other.

The unsettled conditions that have existed in the past have been very largely due to the fact that neither labor nor capital was able to meet on a common ground of understanding; therefore in their controversies, the great mass of the American people have been squeezed unjustly, and they have been obliged to shoulder burdens that in many instances have been unbearable.

If this great mass of the American people were organized, as labor and capital seem to be organized, it would enable them to stand as a unit and pass judgment upon the justice or unfairness of the questions in discussion. There is nothing like popular opinion, when it comes to the settlement of a question of popular interest, and the difficulty at the present time is that the public is thinking as individuals, and not as an organized mass.

The thought occurs to me that a movement of this kind is one that could well be supported by those interested in the building of business on a sound and substantial basis, whereby the genuine service can be rendered to the public and fair prices assured.

C. F. ABBOTT.

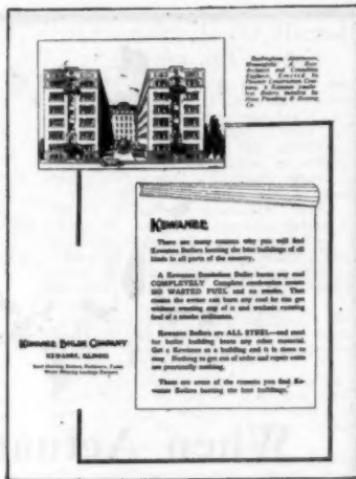
### Western Representatives of "Scientific American"

Gray Crane, formerly Western manager of *Scientific American*, has joined the soliciting force of Critchfield & Co., Chicago.

Roland Crane and Fred B. Cortis are now Western advertising representatives of the *Scientific American*, with offices in Chicago. Mr. Crane has been a solicitor with the paper for the last two years. Previous to March 1 Mr. Cortis was assistant manager of the Philadelphia branch of the Liquid Carbonic Company.

Ralf Coykendall has been appointed Middle Western representative of the *Scientific American*, with office in Cleveland.

**What  
Kewanee  
Boiler Co.  
says about  
DOMESTIC  
ENGINEERING**



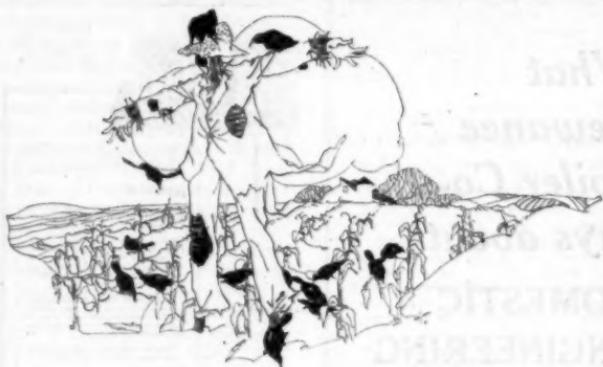
"It is not our thought that your publication is the only one in North America we could use to reach the plumbing and heating trade with our message, but nevertheless it is the only one we have used for some while, and the only one we are using at the present time and we don't mind telling you that this is because with the available funds for this purpose, we consider that your publication will give us the most value of any one paper read by the trade we desire to reach."

KEWANEE BOILER COMPANY,

*H. H. Kewanee*  
Sales Manager.

**DOMESTIC ENGINEERING**  
*The Plumbing and Heating Weekly*  
407 South Dearborn St. CHICAGO

Member Audit Bureau of Circulations  
Member Associated Business Papers, Inc.



## When Actuating Forces Lack Action

Away down yonder in the field is a scarecrow—a substitute for a human personality. It makes no impression—produces no result.

A thousand miles from headquarters a printed circular—another substitute for a human personality—stands before a prospect.

It too creates no impression; moves no one to action.

The reasons are identical—lack of animation. Both portray no action; they know not the qualities of drama.

And when actuating forces lack action, the cost is past belief.

The "Dramatized Sales Helps" of the Bert L. White Company register their impressions unmistakably because they coordinate the vividness of life with vigor of action and the climax of utility.

*They are actuating forces that beget-action.*

If you haven't read "The Barometers of Business" we'll send you a copy, and let the "follow-up" rest with you.

### Bert L. White Company

Originators and Producers of  
"Dramatized Sales Helps"

(Reg. U. S. Pat. Off.)

Office and Plant: 1215 to 1227 Fullerton Avenue

Chicago, Illinois

## Co-operative Furniture Advertising Planned

THE National Council of Furniture Manufacturers, comprising a group of 500 of the 3,000 furniture manufacturers of the country, has proposed to the dealers of the country that the manufacturers and dealers raise \$75,000 for an advertising campaign in national mediums.

The plan is still in its infancy, but it will be completed some time this year and will probably be launched early in 1921 when factories catch up with back orders.

"We are trying to induce the manufacturers to raise half a million and the 30,000 dealers another half million and thus put on a campaign which would be worth while," J. A. Gary, editor of *The Grand Rapids Furniture Record*, informs PRINTERS' INK. "As we have six months to agitate the matter we may succeed in satisfying the manufacturers and retailers that any campaign worth while is worth a million dollars and that any campaign costing \$10,000 or less would be futile and a waste of money."

If the National Council of Furniture Manufacturers decides to raise \$500,000, among manufacturers, and if the dealers will raise a like amount, it is reported that daily newspapers as well as magazines will be used.

The object of the campaign would be to spread "Better Homes" propaganda. The Council of Furniture Manufacturers feels that people have been in the habit of buying furniture solely for its utilitarian purposes and that manufacturers and dealers should educate furniture buyers to consider not alone the utilitarian factor, but also the artistic value of furniture.

The National Council of Furniture Manufacturers is an organization made up of all the other furniture associations. Within a short time the retailers have undertaken the organization of a national association under the name of the Retail Furniture Association of the United States.

## Advertising Is the Horace Greeley of Canada

Canada wants settlers for its western territories. If Horace Greeley were alive he might repeat for Canada his work for the United States. But Canada, deprived of the services of Horace Greeley, has found an effective substitute in paid newspaper space.

Advertising is to help people twenty million acres of Canadian land. A group of Western Canadian public and business men banded themselves together as the Western Canada Colonization Association for the specific purpose of peopling the twenty million acres.

The Association aims to raise a fund of \$1,500,000 for its work by contributions from business corporations throughout Canada.

The advertising that is appearing is endeavoring to show that the settlement of these twenty million acres will mean much for all Canada. It will mean, the advertising says:

"A greatly enlarged food production.

"A rapidly expanding export trade.

"A corresponding growth in national wealth.

"A progressive correction of the present adverse exchange rate.

"Corresponding facilities in the liquidation of public and private debts owed abroad.

"Such an increase in the population as will make the National War Debt easier to carry.

"A lightening of per capita taxation.

"Such an improvement in passenger and freight traffic as will lessen the current deficit on the National Railways, and in time convert these transcontinental lines into a self-supporting enterprise.

"A notable expansion of the domestic market for Canadian manufactures.

"A speedier development of oil, coal and other natural resources in which the West abounds."

## Phonograph Advertising in the Far West

Advertising of the Pacific Phonograph Company of Portland, Ore., manufacturer of Stradivara, will continue to be handled by the company direct through the agency of Hall & Emory, Inc. The Blumauer-Frank Drug Company is Northwestern distributor for the Stradivara covering the States of Washington, Oregon and Idaho.

Plans are being made for distribution of the phonograph throughout the Western States.

## Advertising Course at Baltimore Business College

A course in the principles and practice of modern advertising has been added to the curriculum of the Baltimore, Md., Business College. H. K. Dugdale, of the Green-Lucas Company, advertising agency, Baltimore, has been chosen as instructor.

# The "Human Interest" Angle the Credit Man Needs

Not All of Them, but Some, May Be Benefited by Reading Certain Leaves from the Advertising Man's Notebook

By C. B. McCuaig

CORNELIUS B. GIFFEN, treasurer of the Ferno Machine Company, was engaged in the cheerless task of sorting his morning mail. The fact that the job was cheerless was beyond Mr. Giffen's control and very little to his liking, for he was by nature a cheery little man, with modern ideas of co-operation and good fellowship, but as he picked up letter after letter, glanced at it and placed it carefully in its proper pile, he realized that he was fast becoming a pessimist and a "grouch."

Things were going well for the Ferno Machine Company, but very badly for Mr. Giffen's particular department. It was the middle of the last year of the war and the company was head over ears in munition work. The factory was working night and day turning out stuff for Uncle Sam, and sad to relate, Uncle Sam was proving a mighty slow paymaster. While his balance sheet showed the biggest profits the company had ever made, the bank account was at low-water mark, and the people from whom the company bought material were clamoring for their money in no uncertain tones. It was this that was slowly taking the joy out of Mr. Giffen's otherwise happy life.

On his desk was one big pile into which most of the letters went. He had classified it as "duns." They were pretty much all the same: "We wish to call your attention to the fact that our statements have been overlooked for the past three months—kindly remit at once." Several carried an added sting, "If we do not hear from you by return mail we shall be forced to turn this account over for collection." All went into the big pile to be filed

unanswered. Mr. Giffen was tired of making excuses.

Suddenly his eye paused. He read the letter through:

"When you ordered 500 castings from us on April 9th you undoubtedly understood that our terms were 30 days net.

"We filled your order on that basis, but so far we have not received payment.

"On the strength of your implied promise and our faith in the unquestioned honor of your house we borrowed money from the bank to finance this work, expecting to pay it with your remittance.

"You will realize that this puts us in a very awkward position. The bank expects us to take up our note promptly. In order to do so we must receive a check from you.

"Won't you please attend to this matter as soon as possible, and if at any future time you wish a concession from our usual terms please say so at the time the order is placed and we will do our best to arrange matters to your satisfaction and at the same time protect our own credit."

## THE PSYCHOLOGY OF IT

Mr. Giffen held the letter in his hand for a moment. "Here, Tim," he said to his assistant, "send this fellow a check right away."

Now Mr. Giffen did not know it, but that letter wasn't a "dun" at all; it was a sales letter. That is why he paid the bill. It sold him.

Instead of holding to the shop-worn, meaningless terms which mark so much of the credit man's correspondence the writer of that letter took his tip from the advertising writer and got down to basic, human principles.

# ING-RICH<sup>®</sup>

PORCELAIN ENAMELED IRON

## SIGNS

*Have*  
the Permanence of Concrete

Day in and day out—year in and year out—“Ing-Rich” Signs will constantly, colorfully give your message to the public.

The smooth, granite like surface of an “Ing-Rich” Sign is the result of a fiery ordeal in the furnace at a temperature of 2000°—a process which unites both enamel and sheet steel into one practically indestructible substance—proof against the severest weather.

“Ing-Rich” Signs will carry your message to the public permanently and effectively—in any shape, size or combination of colors.

Drop us a post card for complete information. No obligation.

Ingram-Richardson Manufacturing Company  
College Hill      Beaver Falls, Pa.

### DEXTER PORTLAND CEMENT

Ask Your Dealer For

WAREHOUSE NO 1

June 17, 1920



## *When Petroleum Village Moved West*



THE WELLS RAN DRY. Then oil was discovered over the hillside. Within a month, Petroleum Village had moved ten miles west.

"Only a little village! A change of only ten miles! Yet none too small to escape the all-seeing eye of RAND McNALLY."

Thousands of RAND McNALLY correspondents make painstaking, scholarly reports of every new dot and dimple in the world's countenance.

Changes in the RAND McNALLY COMMERCIAL ATLAS OF AMERICA alone number more than 65,000 yearly.

If you want a map of New York City or of Palestine—RAND McNALLY makes it. If it is a Biblical atlas or a map of *North America During The Great Ice Age*, RAND McNALLY makes it.

Political maps, physical maps, climatic maps, historical maps, classical maps, language maps, globes, atlases and map-tack systems for every use and every country are made by RAND McNALLY.

RAND McNALLY Indexed Pocket Maps 1920 Edition. A series of large scale maps, size 21 x 28 inches each, showing clearly all cities, towns and villages, railroads, electric lines, county boundaries and names, mountains, rivers, lakes, etc. Each map folded to convenient pocket size with cover and accompanied by complete index giving location and population of all places, and information regarding the railroad, express, telegraph and mail facilities of each. On reverse side of each state map is a very clear and comprehensive map showing in red the main highways. All States—All Canadian Provinces.

Price 35c each

**RAND McNALLY & COMPANY**  
*Map Headquarters*

536 S. CLARK ST., CHICAGO

NEWS STANDS, BOOK STORES, DRUG STORES AND CIGAR STORES HAVE THE MAP YOU WANT OR WILL GET IT FOR YOU.

42 E. 22ND ST., NEW YORK

The reason the trained advertising writer can compose a letter which will sell goods where the untrained man with the same facts at his disposal has failed, is not so much because of his skill in the use of English as his understanding of human nature. He puts what we call "human interest" into his copy. No one can tell you what that term means, and none but the man who can use it recognizes it, though others respond unconsciously. The trained writer knows that there are just a few points on which all people are possible of approach—avarice, love, pride, service, duty, beauty, taste, vanity and so on—there are just a few of them and we all respond in greater or less degree.

The letter which brought home Mr. Giffen's check made its appeal to pride—the pride of keeping one's word to the letter—and just the faintest possible sympathy appeal. There was no threat, no veiled charge of dishonesty. The letter simply said here is a chance to show whether you are as good as your word; what are you going to do about it?

The trouble with some credit men is that they are just a bit behind the times. A hundred years ago in England they were sending debtors to prison, and back in his subconscious mind some credit men still think that is the right dope. So once in a while there is one who uses the old cut-and-dried terms grandfather loved so well, and the meeker he makes his letters without actually resorting to personal insult, the better he thinks he succeeds. How much better it would be if he would take a few hints from the man in the advertising department, instead of simply regarding him as a question mark and study the human side of the question.

Suppose the problem of collecting slow pay accounts were turned over to the advertising manager, how would he go about it?

First of all, he would "study his market." He would try to get at the real basic reason why

## Keeping Up With The Times

### A FACT A WEEK

"It so happened that it was not convenient for us to use any other Sunday newspaper but the Sunday Evening TIMES—and the results from that one ad brought home to us the value of the Sunday evening advertising opportunity that we had heretofore overlooked."

So said a big retail clothier, who had heretofore confined his Washington TIMES advertising to the daily issues.

**The Washington Times**  
WASHINGTON, D. C.



## ADVERTISING DOMESTIC PRODUCTS

Anoth r service of this studio is the illustration of domestic products that directly appeal to the woman buyer.

Our knowledge of the requisites needed to successfully reach this class of buyers has been acquired by years of specializing in just such work.

*95% of our work appears unsigned.*

**FITZWATER  
STUDIO**  
432 FOURTH AVE - NEW YORK

his customers did not pay up. He would work from the fact his study of human nature in the business of selling had taught him, that practically all people are honest. In ninety-nine cases out of a hundred if they don't pay it is because they can't. "All right, the advertising man would say, if they can't pay all their bills, maybe I can prevail upon them to pay mine, and he would go about the job of "selling" them on the advisability of paying that particular bill just as he would sell them a washing machine or a motor car. He would not threaten them or call them names, but he would use his ability to inject "human interest" into the letter with a view to making the man at the other end think of that particular debt as different from the others.

### LETTER LEFT A GLOW OF GOOD FEELING

Many times nowadays a little unusual "stunt" will make a collection letter stand out from the "please remit by return mail" and "we shall be forced to turn the account over for collection" variety. In my search for data upon the kind of collection letters credit men write, which took me into the financial departments of several manufacturers, I came upon a letter written from the office of the Packard Electric Company, Warren, O. The fact that this letter was mailed in June, 1917, three years before this is written, and the treasurer of a big corporation still remembered it and was able to dig it out of the files, proves what an impression the "selling" collection letter is capable of making.

At the right of the name and address of the company to which the letter was to go was a little piece of string held in place by a red seal. The body of the letter was as follows:

"When I was a kid my mother taught me to remember things by tying a piece of string around my thumb. This worked fine.

"I am enclosing a piece of the kind she used, of proper length for you, and I am going to ask



*Another  
booklet  
bound in  
INTERLAKEN*

Bound by Murphy, Parker Co.  
Philadelphia

"The Story of Silk," published by Cheney Brothers of Manchester, Conn., and New York City, is bound in INTERLAKEN. This book covers the entire history of silk-making as well as every phase of its modern manufacture. And in order that it might fulfill its page, its mission as a text book on this important subject, the largest manufacturer of silk in the world bound it in the best book cloth obtainable.



HE cover on your booklet or catalog, like the "finish" on your manufactured product, is a conclusive expression of the thoroughness with which you attain objectives.

Our cloth-bound booklet, "Getting Your Booklet Across," explains the selling advantage, as well as the economy, of covering your booklet or catalog in INTERLAKEN Book Cloth. Ask for a copy today.

INTERLAKEN MILLS, Providence, R. I.

**Interlaken**  
**Book Cloth** The standard since 1883

# Reliable Motor Statistics

Our yearly summaries and monthly reports tell the number of Passenger and Commercial Cars registered. They can be secured for individual counties, single states or the entire United States.

## *Passenger Cars or Trucks*

This gives you a complete analysis of any given territory or the country as a whole. By using them, you can pick out the strong and the weak places in your organization, keep an accurate check on each dealer, and know whether he is getting his share of the possible business or whether it is going to his competitor.

## *Mailing Lists*

In addition to the statistical service, we are in position to furnish lists of Passenger Car, Ford and Truck Owners, according to your own specifications. We have a special list of Truck Fleet Owners in the United States, operating from three to ten or more trucks.

## *Write Today*

for the 1920 edition of our free book of automobile, motor truck and motorcycle statistics. Let our organization of 400 people aid you in making a more intelligent analysis of your markets and your selling problems, as well as relieve you of the burdensome details of your mailing campaigns.

## MOTOR LIST COMPANY

*Home Office: MARTIN TUTTLE, PROP.*

409 Grand Ave., Des Moines, Iowa.

### BRANCH OFFICES:

310 Marquette Bldg.  
Detroit, Mich.

636 Huron Road  
Cleveland, Ohio

CHAS. G. TOBIN, MANAGER  
26 Treat Place, Newark, N. J.  
EDW. G. PRATT, JR., MGR.

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you as a favor just to tie it around the middle of the thumb on your right hand. You will soon see how conveniently and reliably it operates.

"Presently your bookkeeper will come in about some other matter. You will take the paper which he gives you in your right hand. You will at once see the string! Then you will say: 'Oh, yes, Smith, I wish you would make out a check for the Packard Electric Company and let me sign it right away. There is a balance overdue.'

"You will be glad to have the matter settled. We will much appreciate getting the money to pass along to the people we owe. The string you can keep and use again for all sorts of things—possibly to remind you to send your next order our way."

If you owed a lot of money and were swamped with letters from people who intimated that you were a crook, or simply not paying your bills through meanness, wouldn't a letter like that warm up your heart a bit? Wouldn't it give you the idea that there were warm-hearted, red-blooded human beings in that organization who were not so concentrated on money grabbing that they had no time to exchange a smile once in a while, even with a poor unfortunate who owed them money? And yet that letter says just as plainly as any letter could that the company wants what is coming to it. Put yourself in the other fellow's place—if you were a treasurer with a meagre bank balance and a big file full of unpaid bills, which would you pay first: a concern which wrote to you in that tone, or one which kept threatening you with sight drafts and collectors? We're all human, even the quiet, still-faced boys who watch over the bank account.

A treasurer told me that an intimation in a collection letter that the writer needs the money to meet his own obligations nearly always gets a check out of him, no matter how low his bank balance may be.

"It's just this way," he said.



## The Open Door

We keep open house in our studios. The doors all swing in, and any client who wants to supervise his work personally, has every opportunity to do so.

**Louis C. Pedlar, Inc.**

Counsellors in Art

246 Fifth Avenue  
New York, N. Y.





No more wasting time, paper and salaries.

Just drop your catalog or article into its container, and mail.

These Parcel Post Carriers made from light, medium and heavy weight boxboard with sure lock. No WRAPPING OR TYING NECESSARY.

*Ask for Samples and Prices*

MADE ONLY BY

**Chicago Carton Company**

4433 Oden Avenue 316 Fifth Avenue  
CHICAGO NEW YORK



"The National Magazine  
of Medicine"  
used by National Advertisers

## WANTED

10 National Advertisers who can show Doctors how to improve their homes.

Write for Rates

The American Journal of  
**CLINICAL MEDICINE**

S. DeWitt Cleugh, Advertising Manager  
4753 Ravenswood Ave., Chicago  
H. R. Saunders, Eastern Representative  
47 W. 24th St., New York City  
Telephone Greeley 2899

"The man who handles the money for a concern which usually pays its bills promptly feels pretty mean when the money runs low, and he has to stand people off. It isn't a nice feeling, and you spend many hours figuring how you can make ends meet. When you are scrimped like that, and you write slow-pay customers explaining the situation and they don't come across, you feel pretty sore. It isn't just a matter of routine collections at a time like that. You feel that you are up against it, and it is up to them to help you out. It gets down to a sort of personal basis. Of course that is the state of mind you are in when you get dunning letters yourself. The ordinary sort of collection letter doesn't make much of an impression on you, but when you get a letter which has a personal ring to it, and explains that the writer needs the money to meet his own obligations, you say to yourself: 'Here's a poor chap who is in the same fix I am. I'm going to slip him a check if I have to break a leg!'"

### THE ADVERTISING MAN'S HANDI-WORK?

That is probably the reason that many of the good collection letters I have seen are based on that particular appeal—put over with a "human interest" slant. Here is a typical one from a Detroit concern:

"I would like to have your check to cover my shipments for March.

"I will pass along its contents. The bills I owe, and there are some, and then some, will help a multitude through the passing along process.

"If we had an unbroken chain of help of that kind right now it would do much toward reaching the foothills—not yet the mountain ranges—of prosperity.

"If each would do his part we would have just that helpful chain.

"Come on. You are one link, and a good one, too.

"I wish you might send in a few orders, too. We will take good care of them."

# The Fable of the Adventurous Board



**T**HREE is an Academy in the Suburb of Philadelphia, just Two Hours from Civilization where they are Planning to publish a Year Book. This Year Book is to be A Wonder in Every Respect.

It is to be a Thoroly DeLuxe Proposition, Profusely Illustrated by the Nation's Greatest Artists—Beautifully Bound and printed in many colors on Exquisite Paper.

The Publishing Board of this Institution traveled All Over the East Searching for a Firm they could judge Worthy of Reproducing these Wonderful Illustrations, but without Success. Finally a Member of the Board, who was a Great Explorer, told of a Firm which was said to have made many Exceptionally Good engravings. This Firm, he said, was located in the Wild frontier village of Minneapolis.

In Despair, the Board Sought Out this Organization and Much to their Surprise, found that Minneapolis was a Real City, and that the BUREAU OF ENGRAVING, INC., the Firm they had Come so far to Find was Well Able to give them the Super-Service they were demanding in the name of their Institution, The United States Naval Academy.

*Engravers      Printers  
Advertising Writers      Artists  
Commercial Photographers      Color-plate Makers*

**THE BUREAU OF ENGRAVING, INC.**  
*Builders of Superior Sales Literature*

**MINNEAPOLIS, MINNESOTA**

*Send for the Bureau  
List, Sent to executives  
on request.*



*Advertising is merely achievement with the muffler open*

# LOS ANGELES

1920 Population 575,480

1910 Population 319,198

1900 Population 102,479

# Now Largest City in Western America

## Los Angeles

<u>San Francisco</u>	<u>Omaha</u>	<u>St. Paul</u>	<u>Portland</u>
<u>Salt Lake City</u>	<u>Denver</u>	<u>Kansas City</u>	<u>Minneapolis</u>
<u>Milwaukee</u>	<u>Seattle</u>	<u>New Orleans</u>	<u>San Diego</u>

## Gateway

To Orient, Australia, South America

## *Metropolis of Pacific Coast*

## 'America's Tourist Center

Nation's fastest-growing harbor. Capital of California's vast oil industry. World-headquarters for oranges, lemons, English walnuts. Famous wherever people eat raisins, olives, prunes, figs and preserved fruits. Makes 80% of nation's moving pictures. Owns more automobiles per capita. Largest packer of sardines and tuna fish. Second largest wholesale terminal. Cheapest hydro-electric energy. Largest colony of famous writers, artists and musicians. World's finest boulevard system. America's architectural show place. Greatest game-fishing banks. World's record for healthy babies. Aeroplane taxi-service for busy people.

And Famous Above All

## As Home of The World's Largest Newspaper

It is said Los Angeles is born and bred on advertising—best-advertised city on the globe—that folks neither eat nor sleep till they've read the advertising pages of California's great universal newspaper which stands first in display, first in classified and first in the hearts of its countrymen—

## The Los Angeles Times

(20 million agate lines in 1919. Each new day breaks last year's achievement.)

Eastern Representatives: Williams, Lawrence & Cressner Co.,  
Harris Trust Bldg., Chicago—225 Fifth Ave., New York.

While on the subject of letters, let us admit that the men in the advertising department haven't so very much to brag about. One does not have to be an old-timer in advertising to remember when we were answering sales inquiries with form letters. It isn't done now in the best circles.

#### AS MAN TO MAN

The reason is that we have found the value of the "personal touch." That is a term advertising men use when they are not talking about "human appeal" or "accumulative force." It means the same thing as when you drop your generalities and stand-offish company manners, hand your man a cigar and say, "Now, old top, what's on your mind?" It's the direct, personal attitude, and it can only be attained when you are talking to one man in the whole wide world, and nobody else—when you understand his own particular difficulties, his personal viewpoint, and give him information to meet his own particular needs. A form letter may suggest the "personal touch," but it never really has it.

It is just the same with collection letters. Form letters will not always get under the skin, though my recent delving into the prevailing style of collection letters leads me to believe that some good "human interest" form letters would bring more results than some that are still being used. To get the 100 per cent collection letter it will have to be personally written, and based on the particular transaction, and it will be better still if you know something of your man's make-up.

These are but thoughts on collection letters offered in a spirit of helpfulness, not in criticism. Do not pass up the suggestions which have been made just because they come from the advertising end. Instead get together with the credit man on this little point of supplying the "human interest" angle collection letters need, and see if you don't find out you're both wrong.

#### Warehouse and Distribution Men Meet

A convention of manufacturers and freight forwarders who route commodities through merchandise warehouses, was held in Chicago on June 15 and 16. It is probable that a national association of distributors will be organized, to co-operate with the warehouse industry in standardizing practices, rules and regulations and business documents, according to *Distribution and Warehousing*.

The list of companies which were represented at the Chicago convention included: Montgomery Ward & Co., Swift & Co., Armour Grain Company, Loose-Wiles Biscuit Company, Postum Cereal Company, Kellogg Toasted Corn Flake Company, Bon Ami Company, Keystone Steel & Wire Company, Pillsbury Flour Mills Company, Furniture Manufacturers Association, Vick Chemical Company, Indian Packing Corporation, Celite Products Company, Ford Roofing Products Company, F. F. Dalley Corporations, Ltd., and Hoosier Manufacturing Company.

#### W. G. Gray in Corset Advertising

Willis Gale Gray, formerly with the Charles H. Fuller Company, advertising agency, Chicago, has been made advertising manager of the Jackson Corset Company, Jackson, Mich., succeeding P. E. Lipscomb, who has been made Western representative of the same concern at Los Angeles.

#### Wrigley Profits Over Four Million in 1919

The net profits of Wm. Wrigley, Jr. & Company, "Wrigley's" gums, Chicago, for 1919, are reported as \$4,139,897 after deduction of preferred dividends and income taxes. Sales in 1919 are reported as \$27,417,412 against \$16,708,160 in 1918, a gain of 64.74 per cent.

#### Ivor L. Rosier Joins Oscar Rosier Agency

Ivor Lee Rosier, recently with the Redfield Advertising Agency, New York, has joined The Oscar Rosier Advertising Agency, Philadelphia. He will represent the Rosier agency in New York, and will handle a number of the accounts of the Rosier agency at New York.

#### James G. Wallace With International Silver Co.

James Gordon Wallace, formerly with Lyddon & Hanford Co., Rochester, N. Y., is now with the advertising department of the International Silverware Co., Meriden, Conn., as assistant to Walter G. Snow, advertising manager.

## Management and the Stimulus to Work

(Continued from page 8)

"Lenin was certainly right. There is no subtler, no surer means of overturning the existing basis of society than to debauch the currency. The process engages all the hidden forces of economic law on the side of destruction, and does it in a manner which not one man in a million is able to diagnose."

"By directing hatred against this class (those enriched by the war), therefore, the European governments are carrying a step further the fatal process which the subtle mind of Lenin had consciously conceived. The profiteers are a consequence and not a cause of rising prices. By combining a popular hatred of the class of entrepreneurs with the blow already given to social security by the violent and arbitrary disturbance of contract and of the established equilibrium of wealth, which is the inevitable result of inflation, these governments are fast rendering impossible a continuance of the social and economic order of the nineteenth century."

Since time immemorial people have been talking about the hardness of life, about the dreadful struggle for existence. They used to blame nature for these conditions. Then they got around to blaming capital, or particularly capitalists, largely because nature is such an unsatisfactory thing to quarrel with, and now loose and emotional thinkers such, for instance, as Louis F. Post, explode in this fashion:

"Though wealth is abundant, and wealth producing power emulates omnipotence—degrading poverty, and the more degrading fear of poverty, are distinguishing characteristics of civilized life. Instead of lifting all to better conditions of opportunity, man's triumphs over the forces of nature enormously enrich a few at the expense of the many.

"They have done little to increase the comforts of the toiling masses, even absolutely, but much to diminish their comforts relatively; and industrial liberty they have almost destroyed.

"The gulf between riches and poverty has not been filled in; it has been widened and deepened and made more of a hell than ever. So dreadful is the poverty of our time felt to be, that it has inspired us all with a fear of it—a fear so terrifying, that many more good people than would like to acknowledge their weakness look upon the exchange of one's immortal soul for a fortune as very like a bargain."

Now, the real trouble is not that "wealth is abundant" or "wealth producing power emulates omnipotence"; the real trouble is that wealth is not abundant enough, and therefore wealth production is not great enough so that all may have. That is the real point.

We are obscuring that point by a welter of talk about democracy. There is a world-wide disposition to substitute phrase-making for work, with the result that production has dropped, and the very condition complained of made more acute—that is, while people imagine they quarrel over the actions of capital they, as a matter of fact, quarrel over the distribution of production, and while quarrelling, steadily diminish the amount which might be distributed. With all of our talk we are not very far from the kind of intellect that once sent out the children's crusade. We just have different ways of expressing our innate foolishness.

The idea that labor works for capital has resulted in a growing dislike for work and a growing disregard for the leadership which makes the ownership of capital possible. The agitators are fond of talking about inherited wealth and its evils, and probably it has an undue mixture of evils, but inherited wealth is not a very important constituent of the ownership of capital. In this country a large share of the ownership is

# The Day of the Hide-Bound, One-Sided, Uncompromising Partisan Newspaper Is Gone

No longer do thinking people read a newspaper whose sole duty it is to teach the religion of one political faith.

The American citizen of today does not wish his political thoughts manufactured for him. Rather he wishes to form his own opinion of political candidates and political conditions. He knows that partisan newspapers contaminate his thoughts on these subjects. Therefore he reads an independent newspaper.

The ONLY independent newspaper in Syracuse is the

## SYRACUSE HERALD

which, since its establishment 43 years ago, has been given to free, untrammeled independent political thought, printing the news of all parties without fear or favor or bias, always supporting the man for office and not the party and always championing the cause of right against that of "the-party-right-or-wrong" attitude of the partisan press.

This Presidential year more than ever before, the plain, ordinary, every day American citizen—the man that makes this government of ours possible—is going to rely on the Independent Press and NOT the partisan press to guide him in the exercise of his franchise rights. He hasn't confidence in the partisan press. He knows there must be sinister motives behind such newspapers. So he reads an independent newspaper and has confidence in it.

And having confidence in its political attitude he has confidence in its news and its advertisements. In other words he makes this newspaper immeasurably valuable to the advertiser because he believes in it.

The only independent newspaper in the whole of central or northern New York is the

## SYRACUSE HERALD

DAILY AND SUNDAY

Largest City Circulation  
Largest Suburban Circulation

Daily, 3 Cents Sunday, 8 Cents

## SYRACUSE HERALD

(Members ABC)

Foreign Representatives  
FRALICK & BATES, INC.

Tribune Bldg.,  
New York, N. Y.

Heyworth Bldg.,  
Chicago, Ill.



## Confidence

When the Alling & Cory Company of Buffalo, Rochester and Pittsburgh—one of the largest and oldest established paper houses in the world—selected us to design a book to commemorate the centenary period of their existence, with instructions to "produce the most appropriate book for the occasion, regardless of its cost," they had *confidence* in our ability to do the job right.

The edition was 8,000 copies and the total cost involved many thousands of dollars.

It was gratifying to be chosen for such a job, but still more gratifying to learn of the many expressions of appreciation of our work which came to the Alling & Cory Company after the books were sent out.

It is this same *confidence* that is placed in us by our many clients, who entrust to our judgment the spending of many hundreds of thousands of dollars for national advertising.

THE ADVERTISING AGENCY OF

**C. HENRY MASON**  
*Rochester, N. Y.*

usually gained by the exhibition of large qualities of leadership, and if that wealth happens to descend and the owners do not have leadership or do not have sense enough to drop out and put someone in who does have leadership enough to manage their affairs, then their wealth is rapidly dissipated.

#### RUSSIA DISCOVERS A FLAW IN SOVIET REASONING

But this is all aside from the point. Ownership of capital is not nearly so important as the distribution of its production, and there we have to have leadership, else there will be no production to distribute. This, fortunately, is not an academic proposition. It has been demonstrated conclusively in Russia. There, at the beginning, democracy and the various inalienable rights of mankind were interpreted to mean the right to exist without work. The slogan of "Maximum wages, minimum hours, and minimum production" is not unfamiliar to us. The Russian workman exercised his right to live upon conversation about work, and what his experience has been may be shown by a quotation from *Isvestia*, the official organ of the Soviet Government, in which Larin, the People's Commisar for Labor, said:

"We have got to abandon resolutely all idea of transferring the management of factories to the working people employed in them, for this measure results in merely substituting a new group of employers for a single employer."

In a recent article in the *Revue Bleue*, Louis Narquet described the results thus:

"To say the least, these results constitute practically a demonstration of the problem which we are considering. In complete control of the administration of industry and labor, the Russian Bolsheviks have reduced working hours and increased salaries with the result that prices have risen to unheard of heights and production has fallen to an unprecedented minimum. General expenses are nearly ten times what they were

Are you looking for new sources of supply?  
Are you searching for new markets?  
Consult the **Directory of Illinois Manufacturers**.

Contains names of all Illinois Manufacturers.  
Classifies all Illinois Products.  
Lists Manufacturers according to towns.  
Gives officers, invested capital and number of employees.  
An invaluable reference book for buyers and sellers alike.  
A limited amount of high-grade advertising will be accepted. Rates \$100 a page.  
Edition limited. Ready for delivery about September, 1920. Price \$10 postpaid. Send for sample pages free.

**ILLINOIS MANUFACTURERS' ASSN.**  
76 West Monroe St., Chicago  
An organization representing 90% of capital invested in Illinois industries.  
Established 1895.

**UNDERWEAR &  
HOSEIERY**

Underwear & Hosiery Review  
15 FIFTH AVENUE NEW YORK

## Automotive Advertising

**TEN** years' experience in the automotive industry is back of the advertising service rendered by this organization.

Technical knowledge of automotive products and an unusual understanding of merchandising conditions in this field are rare qualifications for the production of effective sales-building advertising and publicity.

We shall be glad to place these advantages at your disposal.

**THE SPENCER-LAY CO.**  
*Advertising and  
Commercial Literature*  
110 West 34th Street, New York  
Telephone Greeley 3348

before, and the price of manufacture has risen in proportion. The balance is idleness and misery. This is confirmed by the Bolshevik paper, *Derevensky Komunist* (Village Communist) in number sixty-three.

"In place of working eight hours, resting eight hours, and devoting eight hours to pleasure and instruction, the workingmen loaf eight hours, sleep eight hours, and play cards the rest of the time. Cards and loafing are the principal occupations."

Since then the Russian communists have had to toss aside for the time being the discussion of work as an academic subject. Trotsky has transformed part of the military army into an army of industry, and instead of eight hours those men are working fourteen hours, and instead of holding a pow-wow every few minutes as to whether or not they will obey an order, they are ruled with military firmness, and infractions of shop discipline are not punished by fines or suspensions, but by being shot at sunrise!

This wholly unnecessary condition in which starvation and tyranny are side-partners has been brought about solely through the same misconception of what industry is and of what leadership does that is forever being urged upon our own people, and the results of which are viewed in such panicky fashion by those who are supposed to be industrial leaders, but who are possessed neither of leadership nor even ordinary economic horse sense.

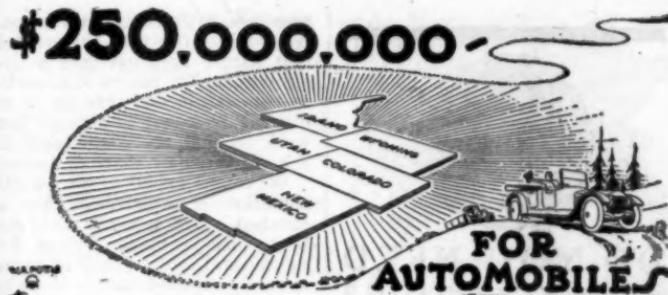
The problem of getting at this fair share is confused by phrase-making, whether those phrases grow out of "Workers of the World, unite; you have nothing to lose but your chains," or whether they grow out of a defication of the Constitution of the United States. There is no choice between the extreme radical and the extreme reactionary, unless one happens to be interested in a clinical study of the sorts of mental aberration. Neither does it help to give profound consideration to the mental processes of the

The 25  
members of the  
Drug Topics  
subscription  
syndicate  
have over  
600  
salesmen

June 17, 1920

PRINTERS' INK

179



**A QUARTER** of a billion dollars is a conservative valuation of the 221,295 machines registered, 1919, in Colorado, Wyoming, Idaho, Utah and New Mexico. Average increase in registration in these states, 1918 to 1919, 20%—a good indication of continued prosperity.

This territory has 190,000 farms. Average of crops and livestock per farm, \$6,325. Crop and livestock values last year, \$1,201,713,550.

WESTERN FARM LIFE blankets this rich territory. 81% of its subscribers are in these states; 99% in the west. It guarantees 55,000 circulation for 1920. Results? Inevitable!

*Only farm paper member of the A. B. C. in Colorado*

*Representatives*  
W. C. RICHARDSON, Inc.  
381 4th Ave., New York  
W. D. SHANK  
Waldrum Bldg.  
Kansas City

WESTERN  
**FarmLife**  
Denver - Colorado

*Representatives*  
F. S. KELLY  
Peoples Gas Bldg., Chicago  
A. D. MC KINNEY  
Post Dispatch Bldg.  
St. Louis

# Recognition

¶ That THE ROTARIAN has gained recognition is evidenced by the fact that it carries 95 columns, or 14,630 lines, of paid advertising in the June issue.

¶ Our magazine has gained "A Place in the Sun" thru merit and by persistently following an ideal.

¶ We are justly proud of the position taken in the advertising field by

# THE ROTARIAN

*The Magazine of Service*

Published Monthly by the International Association of Rotary Clubs

*Eastern Representative*  
WELLS W. CONSTANTINE  
7 West 16th St., New York

CHICAGO

*Great Britain*

THOR STEPHENSON

6 Ba. Charlotte St., Edinburgh, Scotland

*Advertising Manager*

FRANK R. JENNINGS

910 So. Michigan Ave., Chicago

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries.

Member Audit Bureau of Circulations

June 17, 1920



## DO YOU NEED AN EXECUTIVE?

Am American, 36; finest education; years of all-round experience in advertising world; with newspaper and agencies. Mgr. service dept., head forwarding dept., asst. head production, general asst. to pres. Now manager of agency, but desires a change. Moderate salary for a future.  
C. S., Box 91, care of Printers' Ink.

## A YOUNG MAN WITH ENERGY AND IDEAS

and the ability to actually accomplish direct mail results can connect with one of the oldest and most soundly established shellac and paint houses in New York City.

The personnel of the organization is made up of young men—liberal, enthusiastic and friendly.

The position open demands the ability to produce effective folders and letters and to handle a rather large follow-up system.

Trade paper copy is planned, but the marketing conditions will not admit of national advertising for quite a while.

It is the ambition of every executive of the company to become the biggest and best in the line. Participation in this success will be assured the man who can successfully handle this job.

The initial salary will be \$2,600 a year, plus a bonus determined by net earnings of the company.

If you think this is your job, write us fully in strict confidence, stating religion, age, education, experience, etc.

A. T., Box 92, care of Printers' Ink.

man who is baying at the moon. We would better take for granted that nature does not give a living without the return of a working equivalent, and then go on to discover how best to arrange that work so that the participants in it get a very fair share of justice.

We cannot expect to get a world condition in which everyone is satisfied. Such a world could not be peopled by human beings, for the natural, normal human being is rarely satisfied, and it is really quite a task, although lightly undertaken by many, completely to change the mental composition of the world as a preliminary to putting in the particular system of reform which then happens to be advocated.

Our problem is essentially one of expediency, and if we adjust matters in our own particular community or section of industry we can postpone for the time being the re-creation of the human being and the settlement of everything for all time.

## C. W. Winkler Advanced at Symms-Brownell Co.

C. W. Winkler, who has been in charge of the Chicago office of Symms-Brownell Manufacturing Company, maker of spark plugs, is now sales director of the company, with his office at the factory, Sioux Falls, S. D. The company is releasing an extensive campaign for Wesplugs, using newspapers, trade and class papers and direct mail.

## W. K. Stewart Heads Toledo Ad Club

W. K. Stewart, business manager of the Toledo, O., *News-Bee*, was elected president of the Toledo Ad Club. The following officers also were chosen: H. A. Crowe, vice-president; Kenneth Barnard, secretary; Harry H. Bollmeyer, treasurer. Directors: John O. Munn, Karl Aschbacher, C. F. Dowd, Charles Von Beseler and Sidney Martin.

## Editorial Struck the Mark

HAWLEY ADVERTISING CO., INC.  
NEW YORK, June 5, 1920.

*Editor of PRINTERS' INK:*

My compliments to PRINTERS' INK's editorial "Advertising Not a Formula."

It takes a courageous man to say "I don't know" when he knows that he knows more than the fellows who say "I know."

JOHN H. HAWLEY.

## W. D. McGregor Returns to Sydney

W. D. McGregor, who was the founder of the Queensland Institute of Advertising Men, has recently become advertising manager of Murdoch's in Park Street, Ltd., Sydney, New South Wales.

## T. R. Walton Joins Display Service Company

Thomas R. Walton, recently divisional sales manager of Frederick Stearns & Company, Detroit, has become sales manager of the Manufacturers Display Service Corporation of Chicago.

## New Lever Soap Campaign in Canada

Lever Brothers Co., soap maker, Toronto, is placing an extensive campaign for "Rinso" in Canadian publications. J. J. Gibbons, Limited, Toronto, is handling the account.

## Portland Agency Has San Francisco Office

Botsford, Constantine & Tyler Co., Inc., Portland, Ore., has opened an office in San Francisco. P. S. Tyler, president of the agency, is in charge.

## L. M. Firestone Joins Charles H. Fuller Agency

LeRoy M. Firestone, formerly with the Shuman Advertising Company, Chicago, has joined the Charles H. Fuller Company in that city.

## F. K. Hall Goes With Dunlap-Ward Agency

Frank K. Hall, recently with the Martin V. Kelley Company, Toledo, O., has joined the Dunlap-Ward Advertising Co., Inc., Cleveland.

## Economic Machinery Campaign in National Medicine

A campaign, which will be confined to national mediums, has been undertaken for the Economic Machinery Company, Worcester, by the Manternach Company.

## New Account for McKim Agency

T. A. Lytle & Co., Toronto, pickle and catsup makers, have placed their advertising in the hands of the McKim Agency.

No. 23 of a Series



## They Are Joining Now

The Northwestern Banker has been a member of the Audit Bureau of Circulations for several years—it was the first financial journal in America to join this great organization. Since the New Orleans convention, other journals have made application for membership. The circulation statements of financial magazines will mean more hereafter. We are proud to have led the way.

**THE NORTHWESTERN BANKER**  
CLIFFORD DE PUY, Publisher  
Des Moines, Iowa

## Paper Boxes for Canada

*"Made in Canada"*

Your satisfaction is assured in our:

—Capacity

—Equipment

and intent to please you.

**RUDD PAPER BOX COMPANY, Limited**

W. P. Bennett, Pres.

374 Richmond St., West  
Toronto, Canada

**Eastern  
Representative  
for Trade Journal  
on Commission**

HAVE TAKEN ONE PAPER FROM FOUR PAGES IN TERRITORY TO OVER 100 PAGES, IN ONE ISSUE, IN ONE YEAR.

SEEKING A PUBLICATION DESIRING PART OR EXCLUSIVE REPRESENTATION IN EASTERN TERRITORY.

WIRE OR WRITE P. O. BOX 49, TIMES SQUARE STATION, NEW YORK CITY.

**The Ambassador of Better Business is the Better Letter**

The ambassador's duty is to deliver in the best way the message in the sender's mind. Let him fail in diplomacy, let him neglect to carry the facts—he has upset all calculations and belied his name.

Letters carry messages. They speak for the sender. They must carry in them sincerity, diplomacy, facts. They must do their work well.

Experiences, ideas, and suggestions of over thirty letter executives, both men and women, are given in the 1918 and 1919 year-books of the BETTER LETTERS ASSOCIATION regarding their opinions of the significance of the "better letter."

\$2.00 separately or \$3.50 for both  
Address the Executive Secretary

**H. N. RASELY**  
1012 Park Building Worcester, Mass.

**-The Way Speculation Works**

Here is the kind of abuse of the trade acceptance which warps the disposition of its supporters. A bank man who handles many trade acceptances tells the story.

A wooden jobber sold a customer \$3,000 worth of cloth, taking a trade acceptance before the goods were shipped. He discounted the acceptance and a few hours later learned he could sell the cloth to another customer at a bigger profit. Back he went to the original customer with an offer of a cent and a half a yard profit. The original customer accepted it and took the jobber's trade acceptance for \$3,500 for the sale. Then the jobber sold the goods to his more profitable customer for \$3,750, took his trade acceptance and discounted it. The customer then sold the goods to a Boston clothing house for \$4,000 and got an acceptance for this sum. This acceptance was also discounted. At this stage the bank man lost track of the transaction, but he has figured out that acceptances totalling \$14,250 have so far been given on goods worth \$3,000.—*Women's Wear*.

**William Elliot Advanced at Packard Co., of New York**

William Elliot, who has had charge of sales promotion and market analysis for the Packard Motor Car Company of New York, has been made advertising and sales promotion manager of that company. Mr. Elliot will have as his assistants William H. Walling and Bert C. Chambers. Mr. Walling will have direct charge of direct-by-mail advertising, and Mr. Chambers will have charge of publicity and display advertising.

**Two Quincy, Ill., Newspapers Combined**

The Quincy, Ill., *Journal* has been sold to the *Quincy Whig*. The consolidation of the two papers took place June 1. The name of the paper under consolidation is the *Journal-Whig*. It will be issued every evening except Sunday, and every morning except Monday.

**Carpenter & Co. Open Kansas City Office**

Carpenter & Company, newspaper representatives, New York and Chicago, have established an office in Kansas City under the management of Bryan Murphy, who has been made Southwestern manager.

**A. L. Addison With Empire Talking Machine**

A. L. Addison, recently with William H. Rankin Company, Inc., Chicago, has been appointed advertising manager of the Empire Talking Machine Company, of Chicago.

## A SALE

Of original pictures, for reproduction purposes, will be held beginning Tuesday, June twenty-second.

### AN OPPORTUNITY

To Buy Originals for

CALENDARS	BOX TOPS	BOOKLETS
TITLE PAGES	ADVERTISING SUBJECTS	

In fact, every kind of picture, for commercial purposes. Choice pictures worth from twenty-five to one hundred dollars will be sold for from five to thirty-five dollars.

A Real Chance to Buy the Works of Leading Artists

THE WOODRUFF ART SERVICE

31 East 27th Street Phone: Mad. Sq. 4428

## BOOKBINDING

Printing and Binding of School Books and Edition Work in Large Quantities our Specialty  
Correspondence Solicited.



**International Textbook Press**  
SCRANTON, PA.

We are fully equipped for High-Grade Catalogue and Three- and Four-Color

## PROCESS WORK

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK  
CITY. Telephone 1346-7-8-9 Murray Hill.  
President and Secretary, J. I. ROMER. Vice-  
President, R. W. LAWRENCE. Treasurer,  
DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building,  
122 South Michigan Boulevard, KIRK TAYLOR,  
Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston,  
JULIUS MATTHEWS, Manager.

Atlanta Office: 1004 Candler Building,  
Geo. M. KOHN, Manager.

St. Louis Office: For Dispatch Building,  
A. D. MCKINNEY, Manager.

Pacific Coast Offices: Examiner Bldg., San  
Francisco; 802 Title Insurance Bldg., Los  
Angeles; 326 Post-Intelligence Bldg., Seattle,  
Wash., W. R. BARANGER, Manager.

Canadian Office: Lumaden Bldg., Toronto,  
A. J. DENNE, Manager.

London Office: Craven House, Kingsway,  
W. S. CRAWFORD, Manager.

Paris Office: 1bis Faubourg Montmartre,  
JEAN H. FULGERAS, Manager.

Issued every Thursday. Three dollars a year.  
\$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra.  
Canadian Postage, one dollar.

Advertising rates: Page, \$100; half page, \$50;  
quarter page, \$25; one inch, minimum \$7.70.  
Classified 35 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
FREDERICK C. KENDALL, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
R. W. PALMER, News Editor

EDITORIAL STAFF:  
C. P. Russell                           Albert E. Haase  
Roland Cole                           C. H. Claudy  
Chicago: G. A. Nichols  
London: Thomas Russell

NEW YORK, JUNE 17, 1920

**The "Negative" Argument Again** Only in rare instances have negative arguments in advertising campaigns proved successful. As a general rule, it is the positive or affirmative presentation of a story that brings the response. Negative arguments too often work away from the advertiser's interest and fortify his legitimate prospects against him.

As an illustration of this, the advertising campaign now being conducted by the Interborough Rapid Transit Company, of New York, to secure an increased fare may be examined with interest.

The company has so far been unsuccessful in convincing the public that it should pay more than five cents for a ride on its cars. A bulletin called "The Subway Sun," placed in the windows of its cars, is the advertising medium used. For successive weeks these bulletins have been telling the company's troubles to its patrons—how it will have to sell its real estate, that municipal ownership will not give the public any better service than the Interborough is giving now, how it will be unable to construct new lines for the growing city—and always adding to each appeal that the present five-cent fare is inadequate.

All of these arguments are negative. The individual user of the company's cars is not interested in the company's troubles. He is interested in his own comfort and convenience before anything else.

Here is where the use of affirmative or positive arguments would be more apt to enlist the interest of the public in helping to change the conditions. One such argument would be the improved service that an increased fare would make possible—less time to get from home to office—and less crowded cars. Another argument would be to tell the public how many cars are being run now for a five-cent fare, and how many more could be run for a higher fare. Also some of the improvements which could be put into effect just as soon as the increased fare takes effect—safety devices, new cars, lighting, ventilation, new lines.

Then there is the story that could be told about the wonderful devices the company now has in use for the public's protection—the motorman's "dead man's handle," automatic signaling, block divisions, how the cars are cleaned, heated, and the public's health and safety looked after all the while.

Thousands of people pay ten cents for a short trip on a Fifth Avenue bus, and think nothing of it because the bus company assures every passenger a seat, and it has enough busses to do it. You can

ride twenty miles on the subway for a nickel and nobody cares a whoop, because the subway does it grudgingly, complaining all the way about its own troubles.

Many street railway companies in other cities have succeeded in securing increased fares by affirmative advertising of the kind referred to. Negative arguments often "sell" the negative condition. Positive, constructive, up-building arguments inspire a desire for the things they tell about.

**Future Policies and Abnormal Conditions**

A few weeks ago, in a little Missouri town, four New York advertising men were quizzing the proprietor of a men's furnishing store in regard to the buying habits of his customers. Though the store was a large one, the only buyer in it, at the moment, was a colored man, whose needs, apparently, were numerous and varied. He was buying lavishly and his purchases, as he made them, were assembled on a counter near where the advertising men stood. One of the latter detached himself from the group and glanced through the colored man's selections. They included three suits of underwear at \$5.00 a suit, six pairs of socks at \$1.00 a pair, 2 pairs at \$2.50 a pair, besides a number of other articles of apparel which need not be listed here.

Now, it happened that one of the advertising men had purchased the day before, in Omaha, a union suit for 68 cents (85 cents was the regular price, but a 20% reduction was in force) and had only that morning donned the garment.

Can you imagine a greater contrast—the head of an old-established and prosperous business wearing a sixty-eight cent suit of underwear and a colored man, very evidently a roustabout, paying \$5.00 for garments intended to be used for the self-same purpose. The contrast is heightened if you are told that the advertising man had on a knockabout suit (not overalls) which cost him \$7.00, whereas the colored man

was then dickering for a \$55.00 suit.

Occurrences such as this are, of course, abnormal. But it is to that very matter of abnormality that PRINTERS' INK wishes to direct attention. Evidence that existing conditions are abnormal is to be found on every hand. Yet, changes have come about so gradually and have been accompanied by circumstances which dull their effect that many men—young men, particularly—do not realize that this is the most extraordinary epoch in history. For that reason, PRINTERS' INK makes this comment: In the years to come, it might be well if executives disregarded as a guide for future action much that happened in the three years beginning January 1, 1918, and ending December 31, 1920. Sound policies are not based on the records of abnormal periods.

**Unplumbed Markets Await Development**

Quite often, without his knowing it, a manufacturer's most serious competitors are not those making a product similar to his, but rather the producer of a rival article. An exceptionally fine example of such a situation is that found in the broom industry. The broom business is a very easy one to get into. A small capital is required to start. Consequently, there are numbers of small, local broom factories. Often these small manufacturers, owing to their limited territory and small overhead, can undersell the larger manufacturer. Competition is so intense that it is customary for manufacturers to prepay or allow freightage. This confines shipments to limited territories. Few broom manufacturers have national distribution.

Yet this industry is finding out that its most serious competitors are not manufacturers in its own field, but rather makers of vacuum cleaners, carpet sweeper companies, etc. It is, therefore, contemplating a co-operative campaign, involving an expenditure of \$100,000 a year for three years, to reinstate the broom in public

favor. The plan is fathered by the broom manufacturers themselves, and the campaign will be conducted under the name of the Bureau of Advertising of the Allied Broom Industries. This takes in not only broom manufacturers but also dealers in broom corn, makers of broom handles and producers and dealers of other broom raw materials.

In such a campaign as this proposed one, it is not necessary for the advertisers to encroach upon the domains others have won for themselves. Modern house-cleaning appliances are firmly established, it is true. Yet there is a tremendous market for brooms. Sales possibilities are always vastly greater than is imagined. The purpose of united industry advertising is not to attempt influencing business from one product to another. Such a procedure would not be constructive. It would not increase the number of users of either article to an appreciable extent. The big field for co-operative advertising lies rather in exploring new markets, particularly new uses. In this particular case, suppose the broom manufacturers were to increase the number used by the average housewife, which is now two a year. This could, be done by showing the housewife how necessary it is to have more than one broom in the house at a time.

From time to time PRINTERS' INK has published articles describing co-operative campaigns designed to develop latent markets. There is the stoneware manufacturers' article which appeared in a recent issue. How the magneto manufacturers are staging their "come-back" was told also in PRINTERS' INK. Other articles told how the hot-air furnace manufacturers, the bicycle makers, the wooden barrel and wooden wheel people and the wall-paper industry tackled the problem of plumbing the depths of their markets. Where such action has not been undertaken by associations individual manufacturers have often shouldered the entire

burden. PRINTERS' INK has described the methods followed by the J. I. Case Plow Works Company in increasing the demand for horse-drawn farm implements. A perusal of back copies will disclose descriptions of similar campaigns by lone manufacturers.

An aggressive advertising and sales campaign on new uses will always kill off the phantom of a narrowing market. And the logical body to originate such a campaign is the association of the industry concerned.

#### *When "Teaser" Copy Is Good*

Certain fads and fashions in advertising, as in other fields, seem to swing around in a circle. They have their day, disappear for a period, and then emerge for another run. Recently there seems to have been a rerudescence of "teaser" advertising, by which are meant those published devices which though they may or may not give any indication of the nature of the thing advertised, are designed to arouse curiosity in regard to a product or to a forthcoming announcement.

The use of "teaser copy" is a perfectly legitimate method of advertising and in many cases has produced valuable results. Like other good things, however, it does the most good where it is not done too often in the same place. Several cities have recently had "teaser" campaigns running either simultaneously or treading on each other's heels. The danger in this is that the public, too frequently stimulated, may finally cease to respond. Curiosity too often appealed to loses its fine edge, with disappointing results for advertisers.

It is always a good rule in advertising to be as different from the other fellow as possible. If forced to follow the same general method, one can at least do it in a new way. The time to use "teaser copy," therefore, is when it has not been used too much just previously. In that way it will preserve its freshness and novelty.



Who wants the best book, booklet or catalog ever produced for his industry? We will guarantee to design it, and to produce it complete, under the direction of Everett R. Currier. We will let the buyer be the judge of its superiority before incurring the final expense of production. Best costs much less than second-best, in proportion to its value. Why not try this method of getting above competition?

ILLUSTRATION • DESIGN  
LETTERING • TYPOGRAPHY

We Know an  
**Experienced Executive  
 and Sales Manager**  
 who will be  
**Available July 1st**

This man is a keen analyst and possesses marked organizing ability and executive qualities.

He has been in business long enough to attain ripened judgment —has filled only three connections in his business history, and has excellent credentials.

His experience, ability and connections amply justify an initial income of \$10,000.

**AGENCY**  
 Box 90      Care of Printers' Ink

## Commercial Advertising

By Thomas Russell

A practical work on advertising that should be in the hands of every advertising man and every advertiser in the United States. It covers every phase of the advertising business. The book fairly bristles with real information, based on the actual experiences of successful advertisers. The author was formerly advertising manager of the London Times and is one of England's foremost advertising consultants.

"Here is a book that must be ranked among the best books on advertising that has ever been written . . . not a dreary tax-book, but rather a statement of the practical principles that vitalize advertising and that make it an energizing force in every-day business."—*Printers' Ink*.

*At all Booksellers \$2.50*

**PUTNAMS** New York  
 London

## Truth in Advertising Dominant Note

(Continued from page 52)  
 mission, which is the connecting link that co-ordinates the work of the nineteen departments of the A. A. C. of W. with the work of the association, continues under the chairmanship of W. Frank McClure, who was re-elected at the Indianapolis meeting. Merle Sidener was elected to succeed William H. Johns, of New York, on the committee representing the A. A. A. O. H. Blackman, of New York, and Harry Dwight Smith, of Cleveland, are also members of this committee.

At the Thursday afternoon session of the convention an amendment to the constitution was adopted whereby the office of secretary-treasurer becomes honorary. Heretofore, the secretary-treasurer, elected in the convention, has also been executive manager of the association.

Under the new rule, the executive committee of the association will annually employ a business manager, who may or may not be the secretary-treasurer.

Under the new rule, the executive committee will have entire responsibility as to the selection of a business manager.

### BALTIMORE TRUTH TROPHY

The Baltimore Truth Trophy was won by the Better Business Commission of the Cleveland Advertising Club.

The Des Moines Advertising Club received the D'Arcy Cup for having done the best Big Brother Work.

The Dallas Women's Advertising Club received the Mileage Trophy, which is awarded to the women's advertising club which brings the greatest number of members the longest distance to the convention.

The Chicago Women's Advertising Club won the Los Angeles Trophy for having performed the most constructive service rendered by a woman's advertising club.

## *Shouting—*

through the telephone doesn't make your voice carry any better; it merely confuses the person at the other end. Neither will one big splash in the pond of advertising create a national demand for your goods. Steady, persistent effort is what is needed—back up your national advertising with direct advertising—turn interested prospects into satisfied customers and let us help you do it.

*Executives are invited to write for our House Organ, SCOPE*

### THE FRANK D. JACOBS COMPANY

*"Salesmanship in Print"*

SANSOM AT NINTH ST. :: :: PHILADELPHIA

### Population 66,138 Trading Centre for 100,000

Brockton, Massachusetts. The Great Shoe City filled with workers and winners. Earning millions in wages. Paper established 1880

## Brockton Daily Enterprise

Printing 19,000 Daily

Flat Commercial rates 6½ cts. per line, 9½ cts. per inch

Afternoon Paper, Sells for 2 cents

Carries over a page of want advertisements

Why do we advertise regularly when we are unable to handle all the foreign and local advertising offered? We are keeping Brockton on the map.



### RAPID ELECTROTYPE CO. OF CANADA, LIMITED

CHARLES J. HIRT, Managing Director

ELECTROTYPESES, STEREOTYPESES and MATRICES

Save Duty, Time and Expense

Head Office: 185 RICHMOND ST. WEST - TORONTO, ONT.

Plants at: MONTREAL, TORONTO, LONDON, WINDSOR

**"GIBBONS Knows CANADA"**

TORONTO

MONTREAL

WINNIPEG

## The Little Schoolmaster's Classroom

THE Chronic Kicker made his regular monthly call on the Schoolmaster one day last week. "Look here!" he said, "I wish you would tell these people they've got to stop this sort of thing." Then, producing what was once a tube of tooth-paste, he continued: "That is the third time that has happened." The Schoolmaster examined the article, tried to look sympathetic and finally asked "What *has* happened? And how?"

The C. K. snorted. "Can't you see? This"—waving the once-was tube in the air—"this is supposed to be a container—a—a—container. Container nothing! It's an uncontainer. Look at it!" The Schoolmaster looked. "When it was about half empty, I pressed it—to get some paste out. It bust. BUST! The paste got hard. Next time I wanted some tooth paste, I had to press harder. It busted more. More paste got harder. Pressed it again—still harder. Busted it more. Think I'm going to buy that stuff again? Ugh? The paste is all right. I like it. But the container—"

He started to leave, sat down again and said: "I've got another complaint. There's a fellow across the river who makes oil—the kind of oil you use for everything you can think of. Razor strops! Sewing machines! Rust! Everything! It is all right, that oil is. But the bottle—Ugh! About a third of an inch wide, an inch across and pretty nearly four inches high. You know what happens with that sort of bottle. It upsets. Yes—upsets. And before you can pick it up and put on its base again half the contents is lost. People don't use that oil. They upset it. Well I must be going."

\* \* \*

After the Chronic Kicker left, the Schoolmaster scratched his head and wondered if, after all, there wasn't something in his

comments. Really, he thought to himself, it isn't enough to make a good article, to sell it at a fair price and to advertise it intelligently. As important as anything else is the container.

\* \* \*

The other day the Schoolmaster was talking with a busy agency executive who seems always to be posted on the current news of advertising, and the best contemporary business thought.

"How do you do it, with so little time to read?" the Schoolmaster asked.

"Well, I had to revise my reading methods three or four years ago," replied this executive. "I found that I was trying to 'get time' to read everything, with the result that I was actually reading almost nothing. Magazines were piled up on my desk at the office, and others on my table at home. I couldn't bring myself to pass them by without reading, but the right time never seemed to arrive. The result was that every so often I had to clean house. At such times I would glance hastily through the magazines and toss them aside one at a time, regretting that I hadn't seen such and such an article three weeks before when I needed just that information, surprised over some news item that I should have seen weeks before, and with a sigh over the fact that I didn't have time to 'keep up.'

"During one of these 'read-up clean-up' bees it all came to me that I was a darn fool; that the trouble with me was that I thought I had to read *everything*, with the result that I read practically *nothing*. I argued with myself that if I read only the articles that were of *real worth and interest to me*, and read them promptly as they appeared, it would take less time than I believed, and I would have a clean desk and a well-stored mind.

"So I cleaned up my desk for

**Oplex Signs  
Harmonize With  
Their Surroundings**

**O**PLEX Signs can never be "cheap" or flashy. They harmonize with the finest buildings. The best architects of the country are specifying them for clubs, churches, banks, and big hotels. The raised, snow-white glass letters give a touch of distinction, besides making Oplex Signs excellent day signs as well as night signs.

You need this kind of electrical advertising to "hook up" your national space with your dealers' locations. Your copy makes them want the goods. An Oplex Sign will show them where the goods can be bought. It will exactly reproduce your trademark or slogan in raised, Oplex characters.

Oplex Signs are day signs as well as night signs. They have greatest reading distance, lowest upkeep cost and most distinctive design.

Let us send you a sketch showing how your Oplex Sign will look.

The Flexilume Sign Co.      Electrical Advertisers  
1425-45 Niagara St. Buffalo  
Pacific Coast Distributors      Canadian Factory  
Electrical Products Corp.      The Flexilume Sign Co., Ltd.  
Los Angeles, Calif.      Toronto, Ont.

Worcester, Mass.

# Sales and Adv. Mgr.

## Wanted

for Paul Jones Middies, advertised every month, full pages and smaller, in national magazines. We want a man of power and refinement for sales mgr., adv. mgr. or both. Salary depends upon his character, his breadth of view and the possibilities of his growth. His chances of making good fast are greater if he has some knowledge of marketing such products as ours.

MORRIS & CO.

Baltimore, Md.

---

IN  
**LOS ANGELES**  
IT IS THE  
**EVENING HERALD**  
MEMBER A. B. C.  
Government Circulation Statement  
April 1, 1920

**134,686**

*Grows Just Like Los Angeles*

REPRESENTATIVES  
New York: Chicago:  
Lester J. Clarke, G. Logan Payne Co.,  
604 Times Bldg. 432 Marquette Bldg.

---

the last time right then and there. The next magazine that came to my desk was PRINTERS' INK. I picked it up, sat back in my chair and went through it quickly page by page, turning down the corner of the page whenever I came to an article that I wanted to read, and meanwhile picking up the news items as I went along, and noting the advertisements that were of interest to me. Inside of twelve minutes I knew the news of the advertising business, and had established the fact that there were four articles that were of definite interest to me. (I read these four articles on the train going home that night.)

"Since then I have applied the same principle to all the magazines that I take. The result is that I get all the news, read all the articles that it is really important that I should read, keep up with what's being advertised that is of possible interest to me or my clients—and I'm always 'caught up' with my reading."

\* \* \*

The Duplex Fireless Stove Company has arranged for special demonstrations of its product in cities everywhere, for it has been found that women are difficult to convince through the usual channels. They must see the stove actually in operation.

Mme. Ratliffe is the demonstrator for the southern territory, and it is her custom to deliver lectures in stores where the stove is sold.

Rhodes, Futch & Collins, of Jacksonville, used newspaper space to tell of the demonstrator and her work, but added an idea that appeals to the Schoolmaster as being humorous enough for mention here.

In a box in the advertising appeared this announcement:

**CANADIAN ADVERTISING**  
CALL IN  
**SMITH, DENNE & MOORE**  
TORONTO LIMITED MONTREAL

"Wanted, at once! The toughest, oldest rooster in Jacksonville, Florida, to cook in a Duplex Fireless Cooker. Will pay a liberal price for him."

It was noised about that the concern really wanted the toughest rooster it could find in the country and that the reward was not bluff.

Roosters were brought from far and near, and when a prize specimen was chosen—a hardy, seasoned old veteran, he was placed in the cooker and visitors to the store were allowed to have a bite, as proof that the cooker would make the toughest bird tender.

\* \* \*

The Schoolmaster had some business in a nearby town the other day. There was one of those "stylish" 25 per cent off sales going one—and, as an ex-department store advertising man, he thought he would drop around and see what happened.

At the elevator he glanced at the advertisement, framed, that heralded the sale. There was the usual line—a line that appears in practically every advertisement of horizontal reductions these days: "With the exception of those articles on which we promised to maintain original prices."

The advertising manager of the store happened to be known to the Schoolmaster. "How did advertised goods come out in the sale, Will?" he asked.

## IDEAS

A LIVING stream of new ideas comes to your desk all the year 'round when you use Prentice Hall Business Service. Energize your entire organization, arm yourself with the most progressive ideas worked out by business men of the world—any one of which may prove worth thousands of dollars to you.

*Send for Booklet 606; containing full details. Free upon request.*

**Prentice-Hall, Inc.**  
70 Fifth Avenue New York

## Harry Simmons

Some people think  
A successful free-lance  
Copy Writer  
Is an individual  
With long hair  
And short temper.  
'Tain't so!  
I haven't much  
Of either—  
And yet my stuff  
Has been making good  
For some time.  
And will continue.  
So 'elp me!

**29 South La Salle Street  
Telephone State 5499  
CHICAGO**

*Why not have Simmons write it?*

A book to be in every wide-awake office—It has a message for every live business man and woman.

## English of Commerce

By John B. Opdycke

With an Introduction by  
Frank A. Vanderlip

\$2.25



Charles Scribner's Sons  
Publishers  
Fifth Avenue, at 48th St., N. Y.

## GOOD PRINTING—CHEAP

A Few Money-Saving Prices

1000	4-page Folders, 3 1/4 x 6 1/4 in.	\$10.00
	Each additional thousand	3.50

1000	4-page Folders, 4x9 in...	12.00
	Each additional thousand	4.50

1000	4-page Folders, 6x9 in...	16.00
	Each additional thousand	6.00

FREE—our large package of samples

ERNEST A. FANTUS CO., Printers

525 So. Dearborn St., Chicago

June 17, 1920

**THE HOTEL BULLETIN**

A monthly hotel magazine with  
a national distribution.  
Purchasing power of readers is  
many millions.  
Best producer in the hotel field.  
Agency business solicited.  
**BEN. P. BRANHAM, Editor**  
951-957 Insurance Exch., Chicago

**Office Appliances**

The one journal which covers  
the field of office equipment

More than 315 manufacturers making use of  
every issue. Send 25 cents for sample copy.  
417 So. Dearborn St., Chicago  
New York Adv. Office, 508 Tribune Bldg.

**OIL ADVERTISING**

Send for sample copy and rate card of

**PETROLEUM AGE**

Representative publication of an industry where  
quick action and big money rules—a market that  
speedily and richly repays cultivation.

**PETROLEUM AGE (Monthly)**  
20 West Jackson Boulevard, Chicago  
Eastern Office: 56 West 45th Street, New York  
Telephone Vanderbilt 3695

**AMERICAN CUTLER**

Official Organ of American Cutlery Mfrs.  
6,500 copies monthly, reaching hardware  
dealers and jobbers. Sample on request.

15 Park Row      New York

**P OSTAGE**  
The 25c monthly magazine that  
tells how to transact business by  
mail—Advertising, Selling, Col-  
lecting, Catalogs, Booklets, Cir-  
culars, Letters, Office Systems, Money  
Saving Ideas. Since 1916 the official  
magazine of The Direct Mail Advertis-  
ing Association. \$5 mos. \$1; 1 year \$2.  
POSTAGE 18 East 18th St., New York City

**A PROGRESSIVE,**  
clean-cut, constructive  
farm paper published  
strictly in the interests  
of better farming.  
Let us carry your message  
to 67,000 Iowa farmers.  
CORN BELT FARMER, DES MOINES, IOWA



"Great," was his reply. "I was amazed to see advertised goods sell not only as well—but better. Better, because the 25 per cent off brought lots of people in the store, and when they were in, they bought their old favorites, regardless of the fact that they were not reduced."

At sale times general business is greatly stimulated—but, in most cases, advertised goods will sell better than ever—through the increased influx of people.

Crowds stimulate buying—department stores know that. The consumer doesn't always buy the advertised bargain he comes in for. That's where profits come in. And because national advertising has firmly sold the customer on brand, he finds himself asking or accepting that brand almost before he realizes it.

\* \* \*

The Schoolmaster calls the attention of the Class to an ingenious device for speeding up copy which must contain trade-mark names. Like most things it is not brand new, but rather an old time-tested device used in a new way: the footnote.

The Rogers, Peet Company features several brand names, such as "Scotch Mists," "Forefathers' Cloth" and "Westpointer," which are given their various specialties. Whenever these words are used in the text of an advertisement an asterisk is inserted; below as a

**More Than 3,000 Clothing  
and Dry Goods Merchants**

in the Philadelphia territory  
subscribe to the

**RETAIL LEDGER**  
Twice a Month ; Sub. \$1.00 a Year

**Advertising  
Electros**  
Ask for Prices  
**General Plate Co.**  
Terre Haute, Ind.  
Chicago, Ill.



footnote the asterisk explains "Registered Trade-mark." Of course the trade-mark protection must be included, but how ridiculous would an advertisement be if it read, "Spray-proof! A yachtsman wore a 'Scotch Mist' (registered trade-mark) cruising." Here the footnote is a common-sense solution of the difficulty. The notice is printed, and yet the copy reads along smoothly.

Another artful use of the footnote occurred in a recent Wallace silver advertisement. The copy, written in an easy conversational vein, dealt with the experiences of a young hostess who referred quite casually to the helpfulness of the "Wallace Hostess Book."\* The asterisk led the reader to a footnote in which there was a straight selling paragraph about the Hostess Book. To the Schoolmaster the copy became more readable and certainly more believable when the hostess referred naturally to the Wallace Hostess Book, and the advertiser told about it in a separate paragraph.

### "Mining Congress Journal" Makes Changes

T. M. Winston, for some time Eastern advertising manager of *Mining Congress Journal*, Washington, D. C., has become Western advertising manager with headquarters in Chicago. H. G. Winston, formerly business manager of that publication, is now Eastern advertising manager.

### GEORGE SETON THOMPSON CO.

*Advertising—Sales Promotion*

Transportation Building

608 So. Dearborn St., Chicago

YOU CANNOT BUY OUR IDEA.  
UNLESS IT WILL SELL YOUR GOODS

B & B SIGN CO., INC.  
341-347 Fifth Ave. N.Y.

Advertising Signs Window Displays  
Counter Display Cases



### and BUILDING MANAGEMENT

Its readers construct, equip and maintain, office and apartment buildings. They buy vast quantities of materials, equipment and supplies for this work.

City Hall Square Building, Chicago

### MILL SUPPLIES

A Profitable A. B. C. Medium for All Manufacturers of Mill, Mine and Steam Supplies, Machinery and Tools, Desiring to Increase Distribution Through the More than 2,000 Jobbers and Dealers in Their Line. Members of the Associated Business Papers, Inc. Address

**MILL SUPPLIES,**  
587 South Dearborn St., Chicago

### America's 2,000 GAS COMPANIES

These big, active, prosperous public utility concerns are busy rebuilding and enlarging plants and promoting gas appliance sales. Sell them through

### THE GAS RECORD

(Semi-monthly) 20 W. Jackson Blvd., Chicago  
R. O. Jasperson, Editor. Walter V. Turner,  
Technical Editor. Herbert Grafft, Adv. Mgr.  
Eastern Office: 86 W. 45th St., New York.  
Telephone Vanderbilt 3695. Member of the  
A.B.C. and of the Associated Business Papers.

### American Lumberman

CHICAGO, ILL.

National in circulation and editorial policy. Weekly markets through paid correspondents; largest circulation in lumber field; distinctive retail feature "Realm of the Retailer" written from the field. Adv. rates on request.

### OIL NEWS

The Only  
Semi-Monthly  
in the  
OIL INDUSTRY

Shaw Publishing Company  
310 South Michigan Ave., Chicago

### Mail Order ADVERTISING

It is widely recognized that mail-order advertising requires exceptional experience, skill and resourcefulness. We have these. Often we increase receipts 33% to 100% with little or no additional advertising expense. Always pleased to give information. Write, call or phone. 220 West 42nd St., New York City. Phone Bryant 5987.

**SCOTT & SCOTT**

## Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

### HELP WANTED

Advertising copy writer with advertising agency experience. State age, experience and salary expected. Address W. A. Kraselt, 354 Milwaukee Street, Milwaukee, Wis.

**MANAGER** wanted who may assume responsibility for expense and income of a periodical publication department—good pay for good work. Address Box 349, Printers' Ink.

**WANTED**—Man for office manager and assistant to business manager in office of monthly literary magazine published in New York. Salary at least \$40. Address Box 356, Printers' Ink.

Wanted experienced, high-grade layout artist, able to retouch photographs for gravure reproduction. Permanent job for the man who fits. Give full details and salary expected. Box 362, P. I.

### TRADE PAPER SOLICITOR

Boston Territory

We want a reliable representative capable of handling several papers in different trades, one of which is the shoe and leather industry—strictly commission basis—must live in Boston. State age, experience and qualifications. Box 350, Printers' Ink.

### COPY WRITER

Copy writer with one or two years' agency or publication experience is needed immediately by this agency. Understanding of agricultural advertising desirable but not essential. If you know this agency you know that this position offers a REAL OPPORTUNITY to a young writer who wants to progress in agency work. Write immediately, giving age, experience, when available and salary expected. Copy Department, MacMartin Advertising Agency, Security Building, Minneapolis, Minnesota.

Head of Checking Department wanted by prominent Advertising Agency in New York. A man wanted who has had active experience in a similar position. An opportunity for development to the right man. State experience and salary desired. Address: Checker, care Box 357, Printers' Ink.

### CORRESPONDENCE

Expert collection correspondent, who can assume charge of collection department involving 5,000 accounts to individuals, must be versatile, tactful and display rare judgment in producing. Want only a wide-awake young man who can build a successful future for himself. Salary commensurate with ability. Write complete details to Box 367, Printers' Ink.

## Advertising Agency Man

Account handler and contact man, thoroughly experienced in agency work, good address and personality, able to consult clients on advertising, sales and general business matters. Desirable position with large New York agency on existing accounts. State age, salary last received, salary desired and full particulars of experience. Confidential. Box 366, care Printers' Ink.

## ADVERTISING MAN WANTED

by largest manufacturing concern in its line, using all forms of advertising. Office located in New York City.

High-grade, experienced man required, with some engineering or mechanical training or experience, who is capable of fitting into a large organization and preparing advertising copy and writing booklets and catalogs of high standard.

Samples of work not necessary with first letter; but, to receive attention, it will be necessary to state experience, education, age, nationality and salary required.

Address Box 355, Printers' Ink.

June 17, 1920

## PRINTERS' INK

197

Advertisement writer wanted by Eastern Department Store. Salary \$60 to \$75. Submit details as to age and previous positions held. Also specimens of recent work. Address Box 363, P. I.

**BOOKKEEPER FOR NEW ADVERTISING AGENCY**

Man competent to take complete charge of books. Preference for man with some knowledge of rates.

Give age, experience and salary expected. Box 354, care of Printers' Ink.

**MISCELLANEOUS**

A writer will furnish to a syndicate of newspapers or magazines timely articles mainly in the field of applied sciences. He prefers to furnish short articles or paragraphs. Box 351, Printers' Ink.

**HOUSE ORGANS—MARKET LETTERS—PROSPECTUSES—FINANCIAL, COMMERCIAL WRITING, PRE-EMINENCE 30 YEARS. GILLIAM'S BUREAU, BOSTON, MASS.**

TRADE PAPER WITH WONDERFUL FUTURE FOR HUSTLERS FOR SALE. ESTABLISHED SEVERAL YEARS. \$12,000 CASH. ADDRESS BOX 358, PRINTERS' INK.

**Printing Plants and Businesses**

Bought and Sold  
Printers' Outfitters  
CONNOR, FENDLER & CO.  
New York City

**Mr. House-Organ Editor:**

Would you be interested in cutting down your printing expense by placing your publication in the private printing establishment of a large Brooklyn industry, which does not generally accept outside printing, but is willing to handle a few contracts in order to keep the wheels going? First-class work and excellent service assured. We print our own publication, including a *de luxe* magazine liberally illustrated with half-tones and color plates. Address W. L. F., Box 348, Printers' Ink.

**PAPER!!!**

Owing to change in size of monthly we have been printing, we can handle a magazine, size 9x13 $\frac{1}{2}$ , 768 agate lines, of 25 to 100,000 circulation, 8, 16, 24 or 32 pages, extra color on covers. We do composition, make-up, printing and mail from this post-office. CAN FURNISH HALF-TONE MACHINE FINISH STOCK at considerable saving from present market cost. If interested, wire Rural Publishing Company, Mt. Clemens, Mich.

**POSITIONS WANTED**

I want to get into the advertising or publishing business. Excellent education, good personality, four years' business experience, willing, energetic. Box 360, Printers' Ink.

Artist seeks an opportunity to develop along professional lines. At present with New York Studio. Open to any proposition anywhere. Wages secondary to experience. Box 370, Printers' Ink.

**COPY WRITER**

Experienced in developing strong, original and hit-the-mark copy for circulars, folders, catalogues, etc., desires connection with New York agency. Box 359, Printers' Ink.

**Advertising Man**, 24, good education, clean cut, capable using good judgment; 6 years' business experience (1 advertising), seeks responsible connection, preferably as assistant to executive with ultimate selling opportunity. Box 369, P. I.

**ADVERTISING MAN** seeks new connection; good all-around copy writer, knows printing, layout, house-organ; strong originality, well seasoned, good producer; suitable for mail order or manufacturer; might invest moderately. Box 361, Printers' Ink.

**COPY MAN.**—Ten years' successful agency experience. Three years' mail order. Knows printing, engraving, etc. Good record throughout. Present salary \$75 week. Prefer location New York district with manufacturing concern. Box 364, Printers' Ink.

**Young Lady Advertising Manager**  
Years of experience in advertising and publicity; is desirous of changing present position. Thorough knowledge of office detail, handling of correspondence and experienced in selling space. Good education and personality. Box 368, P. I.

**COPY WRITER AND CONTACT MAN FOR SERVICE AGENCY**

Experienced man desires connection, preferably with small agency. Has planned and executed complete campaigns. Age 30. College graduate. Box 365, Printers' Ink.

**Advertising Woman**—Several years' experience daily newspaper, editorial and research work. Also house-organ experience. International Correspondence Schools advertising course. Now employed as advertising executive and writer for large corporation. Reasons for seeking change, highest credentials and samples furnished. Position offering real opportunity for future growth desired. Box 352, P. I.

Young man who brings to his work energy, imagination and tact, coupled with ability to write compelling English, desires connection in Philadelphia or New York that would not demand his full time. He is 27 years old and a university graduate (mechanical engineering). He has spent one and one-half years on Philadelphia newspaper; one year in advertising; two years overseas in Army, and one year in semi-technical capacity at manufacturing plant, where he is now located. Box 353, care of Printers' Ink.

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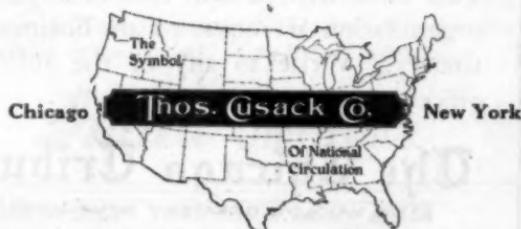
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# "MAXIM-UM" PUBLICITY

**"A Word In Time Sells Nine"**

**Outdoor  
Advertising  
being  
permanent  
is bound  
to be on  
time**



## Offering to Give You a Valuable Book

*Zone Marketing,*

*Merchandising Service Data,*

*Circulation Analysis (most elaborate  
tabulation ever published)*

*Advertising Lineage Figures (statistics  
that advertising men will read and  
use)*

*Preparation of Rotogravure Copy (a  
brass tacks talk on the technique of  
this new medium)*

All the above and much more are combined in The Chicago Tribune's 1920 BOOK OF FACTS. Sixty-eight pages packed tight with invaluable material on advertising—maps, charts, tables of statistics such as can be secured nowhere else.

This book will be sent free to any selling organization if requested on business stationery. Write to any of the following offices.

### The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Tribune Building, Chicago  
406 Haas Building, Los Angeles

512 Fifth Avenue, New York  
125 Pall Mall, London S. W. 1.

*Circulation 400,000 Daily, 700,000 Sunday*